

CHAPTER ONE

OVERVIEW

Nepal is a landlocked country perched between India and China. It has a lot of natural resources as well as renowned high altitude mountains. It lies in the Southern part of Asia. It is an underdeveloped country, accentuated by high degree of poverty and illiteracy. The country is endowed with multilevel culture, religion and language diversity.

"Among 23.4 million populations more than 85.80 percent people live in the rural areas. The estimated per capita GDP for the year 2002/2003 for Nepal was US \$ 237 and for the year 2004/2005 was US \$ 270 according to the ministry of finance. However, population, which is growing at the rate of 2.25 percent per annum, has produced a broad base, increased dependency ratio. The percent of unemployed population corresponds to 5.1 of the population within 10 years. The literacy rate for 2001 is 53.7 percent which is however increasing but still is much lower to upgrade the paces of development by making optimum use of human resources." (World Development Report 2002).

Though many people live in rural areas development initiatives have been limited in urban centers especially in district headquarters. The country faces great challenge in order to mitigate basic needs to the people. Keeping in view these challenges, efforts are under way to improve the quality of life of the people.

1.1 The Concept of “Development”

Defining the overall concept of “development” is not an exception. Academicians, especially development experts, are obsessed with defining development in absolute terms such as G.N.P. The growth rate and quality of life is reflected by basic indicators, including population and its growth rate, per capita income and average annual growth rate. It also inculcates

average annual rate of inflation; adult literacy rate; life expectancy at birth; average index of food production; basic needs, including calorie intake, clothing, shelter; and human development index.

"Politicians and political parties often like to define development as democracy, socialism, popular participation, freedom, quality, and liberty. However, for many public and illiterate people, "development" means something that is not in their own tradition, like roads, bridges, markets, money transportation and technology that comes from outside." (Stone 1989). Many planners, bureaucrats and politicians think of "development" as something like a pie that can be divided into pieces or various sectors, such as agriculture, industry, transportation, forestry, health, education, and defense.

Understanding of development practices is always an unfinished affair. Development process is also considered as a never ending phenomenon. Development is thus, a continuous process, aimed towards the betterment of human kind.

"Development is meant to cover all dimensions e.g. social, cultural, environmental and infrastructural etc. The infrastructural development for third world countries is thought as a prime need for the development of other dimensional development." (*Malkote, Srinivas R and H Leslie Steeves, 2001*).

1.2 Development Paradigm in the World History

Development is a process of social change. In the history of development, it has always been growth centric. However the trend of development was urban based. "After the Second World War, in 1949 American President Mr. Harry Truman on his first day of the work announced, we must embark on the bold new program for making the benefits of our scientific advances and industrial progress available for the

improvement and growth of underdeveloped areas, "here began the story of underdevelopment." (*Malkote, Srinivas R and H Leslie Steeves, 2001*).

"Although they got a chance to love independence, these countries couldn't accelerate their development paradigm due to their stagnant economic situations. Developed countries have been more developed and the condition of underdeveloped countries was not satisfactory. With the development of economic growth, technical development has brought a remarkable change within developed countries in the development sector. Their development program has been made with the huge use of mass media. Realizing the role of mass media in development, the fewer developing countries have initiated the use of mass media to achieve their development goals in the decade of 1960." (*Malkote, Srinivas R and H Leslie Steeves, 2001*).

We see, through the history that development paradigm changes from time to time. This type of occasional changed paradigm also supports to the development thinkers in their work style. "The Western model for development predominated in the 1950s and 1960s was termed as a dominant paradigm. The emphasis of this model was that modernization / development could be achieved by increased productivity, economic growth and industrialization." (Narula, 2002).

"But the criticism of the dominant paradigm was that it actually favors Western nations more than the people of developing countries. In the search of alternatives, the basic need approach was invented. Similarly the main focus of integrated rural development approach is towards development activities. They discovered people centered development concept to empower people by putting at first in their activities to function in an interactive form." (Narula, 2002).

"Fifty years of development experience have yielded four critical lessons. First macroeconomic stability is an essential prerequisite for achieving the growth needs for development. Second, growth does not

trickle down; development must address human needs directly. Third, only one single policy will not be able to trigger development. It requires a comprehensive approach. Fourth, institutions matters; sustained development should be rooted in the process that are socially inclusive and responsive to changing circumstances." (*World development Report 2000*).

Some of the scholars also brought the New Paradigm of development in order to improve the situation of the developing countries. As per changes in the development paradigm the media and the vision of communication has also been changing in the terms of development thinking. Sustainable development, participatory development and partnership development are some of the key concepts of 21st century development plan.

1.3 History of Development in Nepal

"Nepal was one of the most isolated countries of the world and it was quite far behind and cut off from the effective contact with other developed nations of the world. The nation was victimized under oligarchic Rana family regime during the period of 1846 – 1951. Nepal entered into the international field after the change of regime in 1951." (*Gurung, BS 1998*). Rana rule was primarily a family run business which showed interest towards the welfare of the country, albeit there were small particular exceptions.

"Development connotes change, progress, alterations, innovation and growth. Development is not only ephemeral, but also perennial in outlook. It is an integral, value-loaded cultural process; it must encompass the natural environment, social relation, education, production consumption and well being. But without proper roles and involvement of state, development becomes unsustainable." (*Development Practices in Nepal*).

1.4 Development Journalism in the World context

The history of development journalism is not a long phenomenon of the world. It was initiated after Second World War so as to promote the overall condition of deprived people in view of the fact that only massive dissemination of development messages to the rural people. The concept of development journalism has come into existence in 1920 though it functioned effectively only from 1960 after world decolonization process. According to Prabal Raj Pokhrel, "The Nepalese media has adopted the concept of 'development for communication' since 1975 as a prelude to the 'Year of Communication' announced by UNESCO. Yet 30 years down the line, media ownership, regulation and finance cater more to the needs of the urban populace and less to the needs of the rural poor. The media prefers to disseminate sensational news rather than advocate information that is innovative and oriented towards social transformation." (*The Rising Nepal*, May 7, 2006). The main premise of this concept of journalism can play a positive role for national development. "Yallen Chalky brought this concept at first and now he is known as the Father of development communication." (*Ptrakatita Hate Kitab, Nepal Press Institute, 2053 B.S.*).

"The main concept of development journalism is that the Western model of mass communication and journalism is not fully applicable in order to improve the condition of developing countries. It is focused on a long term development process, not only on the daily flow of news and their immediate importance to the concerned society. It was observed in these countries that the Western media were not interested in the massive development process, which had been launched after independency. It looked as if the media always looked at the darker side of life, coups, disaster of war." (*Malkote, Srinivas R and H Leslie Steeves, 2001*).

The quality of development journalism depends on honest collection, fair processing, attractive presentation and analysis of information. It needs some special types of skill in such types of journalism. It is totally different

than traditional journalism. It deals with a wide variety of situation and covers individual projects. The entire planning process and its implementation difficulties faced by people and efforts were made to remove them.

Development journalism is an engine of change. It can motivate, bring real facts and figures that can motivate people, expand development activities and inspire awareness and participate in the development activities. The stage of development journalism in Nepal is still in an infant stage. The understanding and coverage of development related matters are very few.

"Development journalism is associated to that part of mass communication, which is related to the writing, and reporting of news and views on development activities taking place in rural as well as urban areas." (Rabin Shakya, Journalism and Mass communication Souvenir, 1996, Department of Journalism communication, RR Campus).

Development journalism can ensure people's participation in development work. It can create development awareness and bring motivation to the community. Despite traditional journalism, development journalism focuses on development activities as well as its process. It gives considerable importance to the voices of people and public from rural area rather than focus attention to the so called elites and leaders.

1.5 Historical Development in Journalism

1.5.1 The world context

"There has been a continuous line of development of technologies since the earliest forms of media (rock paintings) to the latest digital forms that have expanded the capacity, speed and efficiency of transmission." (Schement and Curtis, 1975). It is important to underline that the idea of communicating publicly over time and at a distance is much older than areas

that the mass media now are in use. This process was integral to the organization of early societies, carried out especially within religious, political and educational institutions.

The successful application of print technology to the reproduction of texts in place of handwriting, about mid-15th century, was only the first step to the emergence of 'media institution.' Printing gradually became a new craft and a significant branch of commerce (Febvre and Martin, 1984). In fact many of the basic features of modern media are already embodied in book publishing initiated by the end of the 16th century. It was almost two hundred years after the invention of printing before what we now recognize as a prototypical newspaper could be distinguished from the handbills, pamphlets and newsletters of the late 16th and early 17th centuries.

Newspapers did not really become a true 'mass medium until the 20th century. Film began at the end of the 19th century as a systematic technological novelty.

Radio and television have, respectively, a seventy-plus-and a forty-plus-year historical background as mass media. Both grew out of preexisting technologies - telephone, telegraph, moving & still photography and sound recording. Despite their obvious differences, now wide in content and use, radio and television can be treated together. Radio seems to have been a technology looking for a use, rather than a response to a demand for a new kind of service or content, and much of it holds true about television. According to Williams (1975: 25), 'Unlike all previous communications technologies, radio and television were systems primarily designed for transmission and reception as abstract processes, with little or no definition of preceding content.' Both came to borrow from existing media, and most of the popular content forms of both are derivative from film, music, stories, news and sport.

"A distinctive feature of radio and television has been their high degree of regulation, control or licensing by public authority-initially out of

technical necessity, later from a mixture of democratic choice, state self-interest, economic convenience and sheer institutional custom. A second and related feature of radio and television media has been their centre-periphery patterns of distribution and the association of national television with political life and the power centers of the society, as it became established as both popular and politically become important. Despite, or perhaps because of, this closeness to power radio and television have hardly anywhere acquired, as of right, the same freedom that the press enjoys, to express views and act with political independence." (McQuail Denis, 2000).

The newly established radio institutions of the 1920s and 1930s, especially in Europe, were often given a public cultural, educational and informative mission, as well as the task of promoting national identity and unity.

1.5.2 A brief history of Nepalese journalism

The history of Nepalese journalism is actively young as compared with the world. It has history of more than a century. Janga Bahadur Rana had brought a press named '*Giddhe Press*' from England in 1851 almost after four hundred years of discovery of the first press in 1454 by Johan Guttenberg. Printing work began in 1919 in the name of *Manoranjan* press. The first book in Nepal *Mokchha Siddhi* was published after four hundred years of the first publication in the world. However credit goes to poet Moti Ram Bhatta who published the *Gorkha Bharat Jiwan* from Varansi. It was the first Nepali language magazine. *Gorkhapatra* was published as a first newspaper of Nepal in 6th May 1901. It was initially published on a weekly basis initiated by Rana Prime minister Dev Shamsheer. However, until 1950 it was published as a government gazette.

The pre-revolution era based newspapers played a vital role so as to bring about democracy against the totalitarian regime of the Rana family. 'Mission journalism' was practiced during this period. 'Mission journalism'

gushed constantly with the movement of time until then. Accordingly during the dark days of the rigid Rana rule and Panchayat system journalists made more significant contributions to bring about the victory of 2007, 2036, 2046, and 2063 (B.S). After the emergence of democracy in 2046 B.S. mass media of both medium (electronic and print) have constantly flourished with the people's political freedom, fundamental right and constitutional right to the press.

In 2028 B.S. a national plan named National Communication Plan was forwarded for the development of nation through use of mass media. A slogan 'communication for development' was covered accordingly. This was the real and the first attempt of development communication. At the moment some programs related to development was produced, distributed and broadcasted through Radio Nepal. This was the first effort related to institutionalization that supported efforts to flourish communication as well as media which came into orientation for development.

There is not any iota of doubt of the progress of media sector after restoration of democracy in 2046 B.S. Media has been one of the most developed sectors in comparison to other sectors in these days. The provisions related to the press in the constitution have guaranteed not to put censors against newspapers with the cause to publish any news report or article. Neither would the registration be canceled. During this period media has been transformed as an industry and many professional. Private as well as community media emerged in the valley and out of the valley. The number of media both print and electronic has increased not only in quantitative but also in qualitative perspective. Accordingly media support system has also been developed for mutual benefit. Actually development of technology helps further strengthen media sector.

Apart from the newspaper sector, more than 50 FM stations and six TV stations, online Internet news-cites and many community owned newspapers are currently operating in Nepal. The development situation of

print and electronic media is satisfactory as regards quantity but the question always rises on the quality of its content.

Nowadays, it is said that most of the media content revolves around politics, crime, fashion and sex. However, development journalism has not been determined as a major agenda for the Nepalese media. It has always been placed always in the fourth category pushed back after politics, crime and sex. The content of development is still in a dilemma. The concept of development journalism has not yet been clear among media. Opening up of media support services, organizing various training and establishment of Institute of Communication is the current fashion prevalent in the country.

1.6 Development Journalism in Nepal

Development journalism is a part of development communication. It also deals with development support communication. In Nepal development journalism took place since three decades ago. It was initialed by *Gorkhapatra* through regular publication on a column named *Hamro Gaonghar* in 1975 AD. This column was filled with various aspects of development of the villages. Later other dailies as well as some tabloids replicated it. A national communication Plan was forward in 1971 for the development of using mass communication in the Panchayat era. It was the first initiation undertaken to use communication for development. A slogan, *Bikasko Lagi Sanchar* was determined which supported to produce development related programs for radio, TV and other means of communication. Now it is realized that development journalism could support to bring forth development efforts in the peoples life. However the practice is quite different in Nepal. "Development matter hardly takes a priority list but it is full of political, crime and fashion matter. The development matter and news is only placed in the fourth position. So the mainstream media hasn't caught the problem of people in large scale." (*Malkote, Srinivas R and H Leslie Steeves, 2001 & National Communication Service Plan 2028 B.S.*).

Shedding light on the historical dimension of development reporting in Nepal, Mr. Prabal Raj Pokhrel writes that "Nepal first witnessed the growth of development communication materials in the form of wall newspapers and community radio in Surkhet and Palpa. Presently, even villagers have been trained in the basic traits of journalism and development-related media relations. They learn to disseminate development-related material in simple and pictorial forms through community-owned media channels or through alternative media." (*The Rising Nepal*, May 7, 2006).

Development journalism is that component of mass media activities which is concerned with the collection, compilation, reporting, editing and dissemination of news and features about development aspect of a nation. While practicing development journalism, the role and responsibility is different from traditional journalism. It needs very skillful tools and technique because it is very different among other types of journalism. "Development journalism is a kind of facilitation that brings people in action in development. Development journalism is an alternative journalism, which focuses on development activities every time and always puts development in the center." (*Malkote, Srinivas R and H Leslie Steeves, 2001*).

Development journalism is oriented to the needs of the population for motivation to actively participate in development projects or to actively advocate peoples interest Vs a Vs the planners or the government. It is that part of mass media, which conveys development message to rural, urban people that arouses development awareness among them. Development journalism disseminates information and gives progress upon education, agriculture, health, transportation of rural areas as well as urban centers.

"The main objectives of development journalism are to bring development activities to people and encourage them to come in the front line of development. It gives solution, suggestion and seeks the way to welfare by making people enticed to development". (K.C. Shree Ram, 2004)

1.7 Revolution of mass media

"Often mass media has an enormous role to play so as to create awareness and help people for positive behavioral change towards the society. It has also been used as vessels linked to the development of all kinds of social, economic, political issues and infrastructural building and maintenance. A civil society commences the process of modernization through the media. Mass media promotes the overall development and it galvanizes the crux of progress. Mass media is a kind of parameter by which one can easily examine the entire gamut of development. In another words, the development of any nation solely depends upon the effectiveness of media system implied in that society." (Rogers, Everest M., 1972).

Today it is regarded that the development of nations depends upon the investment and attempts of the country so as to uplift the media system. Media is an infrastructure for overall development. As we have said that the nation, which pleads for strong media policies, easily leads the other countries. Mass media is also a kind of social force, which helps to find out the invisible social problems and encourages public participation.

"Communication through mass media has become so universalized today that the whole world has been transformed into a large single community. A man living in a remote corner of the earth cannot isolate himself from the rest of the world. Neither can anybody attain social, political, economic and cultural development of individuals and societies without communication in his/her own surroundings and with the rest of the worlds." (Upreti, 1990)

Information is power. The art and science of using information to one's own advantages is the key to influence the society. Throughout human history, man has been utilizing this capacity to generate information and share it with others to each others mutual advantage to ward of danger, to

inform about new opportunities, etc. In brief, communicative information is the key to effectively organize human life.

"In today's world mass communication occupies an important place on socialization process. It has contributed towards emergence of mass society, public opinion and buildup image on various important issues. In the circumstance, mass media occupies important places that incorporate communication and productivity in the social life." (Yadav 1989).

The theory of media and development has several variants. The contribution of mass media can take several forms. They can help to promote diffusion and adoption of many technical and social innovations, which are essential to modernization. They can teach literacy and other essential skills and techniques. They can encourage a state of mind favorable to modernity especially the possibility to imagine an alternative way of life. Mass communication was seen as essential to the development of national unity in new nations and of participant democratic polities, especially by way of election. (Mc. Quail 1994).

However, the socialization effects of mass media cannot match the power of the home, the neighborhood and schools where interpersonal relationships exist. In contrast, socialization through the mass media is depersonalized and hence effective only in the peripheral areas of life. Communalism continues to hold out against all attempts at national integration through the mass media – so deep – rooted were our attitudes and beliefs. So also social evils like the dowry system, child marriage, caste conflicts and the like persist. "The mass media are not a panacea for social or under – development: they are only the means, not the solution itself." (Kumar,1989).

Khan 1973 has argued that "the availability of mass media institution in a country itself is no guarantee that media will be used by the people. There is also the question of haves and have not. Rural people are being

marginalized from the main stream public participation. Similarly at a national level, several ethnic groups are not competitive with the dominant groups in the same society in terms of education, economy and culture. In this situation, what will be the role of mass media? This study mainly tries to relate media's role to the local people who are backward and live in the countryside." (Khan,1973).

1.8 The Radio

If we explore the most effective medium of mass communication to the village people, we find that radio is cheap and an easily accessible medium of mass communication to them. Furthermore FM radio has now become most popular among the village people after restoration of democracy in 1990 AD. To the comparison of AM and FM radios, FM radios come with the qualitative and diversified programmes with clear reception. Now it has made a new FM culture in the society. In competition, FM radios have also been preceding for the qualitative reformations. AM"FM radio has made possible the opportunities to spread and broadcast relevant information, knowledge and entertainment. In brief radio is the only medium of mass communication for the rural people." (Ghama Raj Luitel: 2005).

"The development or innovation of electronic media was initiated from the last half of the 19th century when a Scottish mathematician and a physicist, James Clark Maxwell, published a paper in 1873 that suggested that an electromagnetic signal could be sent through space without using wire. In 1887, Heinrich Hertz verified the correctness of Maxwell's theories in a series of experiments in which Hertz actually dispatched and detected radio waves. Later on Guglielmo Marconi refined and improved on Hertz's efforts. Marconi invented wireless communication system in 1901. However the world's first radio station was established in 1915, but regular broadcasting service was provided from 1920 in USA and later on from Britain in 1922. In 1915, Marconi suggested that vision could broadcast

along with the voice without wires. "(Joseph R. Dominick, The dynamics of mass communication & Sthania radio, Raghu Mainali) After the decade of 1960s, thousand of radio and television stations were established around the globe. However, Nepal Radio service transmission first came into operation on January 1947 (2003 B. S.). The record says that the first radio set up by revolutionaries fighting to overthrow the Rana regime was initiated through broadcast from Bhojpur. From Mangsir 29, 2007, the equipment was moved to Biratnagar from where *Krantikari Radio Nepal* was established. (Adhikary, M.: 2054). Radio Nepal was officially established on Chaitra 20, 2007. (Bhattarai: 2000). It began transmission signals using a 25-Watt in short wave band (Communication Corner, 2000, Bagbazar, Kathmandu). After 1968, medium wave (MW) was also established with the aim for better coverage to provide information, education and entertainment to the general public. At present Radio Nepal has its regional transmission centers in all five development regions which broadcasts programs in regional language also for a limited time framework only.

Even in the countryside part of developing third world radio is the main public service broadcasting tools found especially among electronic media. It is used in daily life as a means of news, views, and entertainment. Hence a decade in the modern world Internet network has made communication sector very easy and advance. However, constraint inaccessibility like high expenditure and illiteracy, Fax, E-mail, Computer, Mobile, Internet etc, have been used by only very limited persons in the context to Nepal. Radio is the most commonly used media by those people who are poor and live in remote rural areas and are illiterate where print and other electronic media may not be accessible.

"Radio broadcasting became a simple and prime electronic medium of the poor because it leaps the barriers of isolation and illiteracy, and it is the most affordable electronic medium to broadcast and receive information." (Fraser & Estrada, 2001).

"However, in practice, radio broadcasting became an instrument of propaganda for governments and an instrument of business for rich electronic companies. The other side of reality was that access to radio was not simply confined to minorities, women and children, backward villagers, farmers, different tribes and industrial laborers. Those transnational, state and network radio stations did not raise their voices, problems and experiences." (Ghama Raj Luitel: 2004).

Theoretically, in Nepal radio can reach almost everyone everywhere. However, the mountainous geographical condition often acts as a barrier to access radio programs in some remote parts of the country. Radio Nepal began broadcasting in the medium wave in 1969. Today in addition to the short wave transmission which can theoretically reach the entire country, substantial MW broadcasts are also transmitted from five regional stations, Pokhara, Surkhet, Kathmandu, Dipayal, Dhankutta etc. But the regional news is broadcast only in four development regions. The detail is listed below "*Radio Pahuch Ra Prabhawa*" Himal (Nepali), 2055.

1.8.1 Radio Nepal News Bulletins (Central Transmission)

Table: 1.1

Morning	Afternoon	Evening
6: 00 Sanskrit	13 : 00 Nepali	17 : 00 Nepali
7: 00 Nepali	14: 00 English	18 : 00 Maithili
8: 00 English	15 : 00 Nepali	18 : 00 Sherpa(SW)
9 : 00 Nepali		18 : 05 Urdu (SW)
9 : 15 Newari		19 : 00 Nepali
11 : 00 Nepali		20 : 00 English
		21 : 00 Nepali
		22 : 00 Hindi
		22 : 55 Nepali

Source: Radio Nepal, 2061, 3, 31

1.8.2 Radio Nepal regional news bulletin

Table: 1.2

Dhankuta	09 : 45 Rai Bantawa 09 : 50 Purbeli Tharu 18 : 00 Limbu
Kathmandu	9 : 45 Tamang 18 : 05 Bhojpuri
Pokhara	09 : 45 Gurung 09 : 50 Magar
Surkhet	09 : 45 western Tharu 09 : 50 Rana Tharu 18 : 00 Awadhi 20 : 00 Dotali 20 : 05 Kham Magar

Source: Radio Nepal, 2061, 3, 31

According to a research radio Nepal broadcasts 58% entertainment programs, 22% informative programs and 20% educative programs. (Source, Binod Bhattari-2000) The regional broadcasts of Radio Nepal disseminate different language programs, especially musical. Radio is the only source of news in many districts, including Dhankaul VDC of Sarlahi district. However, economically there is still not a single program available, which is made and transmitted in Dehati language. There are still defects in the programming. No doubt, most of the programs are disseminated in Nepali language and so people of Dhankaul VDC cannot identify with them properly. However, few musical and informative programs can meet their aspirations. Similarly, there is also the need for more educational and development concerned programs.

1.9 Community Radio and FM Services in rural area:

Structurally, the organization of radio worldwide can be broadly grouped into state owned, private, independent and commercial FM radio. Accordingly, government has granted licenses to the private sector for operating cable services and television broadcasts. Before the restoration of democracy in Nepal, electronic media were fully controlled by the government and after the restoration of democracy, democratic government became liberal and formulated communication policy in 1998 which helped develop privately owned FM radio stations as well as others electronic media. With the result there are 25 FM radio stations and 2 community radio stations established by 2000. (NPI Bulletin, 2000).

There is a new category of radio that is emerging as "Community Radio", as they are known, as small, community owned and managed. Such a reach of radio is small compared to other types of radio. But it is very much effective and comprises the interest of local listeners.

Radio Nepal first put FM radio on air in 1995 in Kathmandu. After that an independent radio, called community radio began into operation in Nepal with the licensing of Radio Sagarmatha on May 18, 1997. Community radio focuses on a small sector of the community. It is regarded that community radio is an ideal means of fostering freedom of expression and information, the development of culture, and active participation in the local life. Community radio is generally a non-profit radio service. Community radio service would be more effective in the ethnic community, like the people of Dhankaul village to improve their social status. However, they are still detached from such services.

1.10 Status of Radio in Nepal

"Due to the National Communication Policy in 1992, National Broadcasting Act 1993 and the National Broadcasting Regulation in 1995, various FM stations are set up throughout the country. During the last few

years some visible efforts have been made to democratize the media system in Nepal. Presently licenses have been issued to 56 FM services including so called community radio services. Among them 25 FM stations are operating. But the private sector has been allowed to run private FM station, each with very limited reach." (Ministry of Information and Communication, 2061)

"Mass media in Nepal are predominantly oriented to urban elite and still largely ignore the rural regions. The government continues to monopolize Radio Nepal, the only radio service with nation wide network. That's why a vast majority have little or no access to mass media. The gap between the information rich and the information poor is formidable." (Kharel P: 2002).

Besides this there are numerous miles to go in terms of attending the objectives that motivated these measures. It seems the existing legal provisions were inadequate in the first place.

"The basis of issuing licenses is not clear and there is no clear-cut definition of "Public Radio", "Community Radio" and "Commercial Radio" on the basis of which facilities can be provided. On the other side the present government wants to crush the freedom of expression and information rights of people. After February 1, 2005 government made many efforts to prohibit the news as well as news and views oriented programs from private and public owned radio." (Mainali Raghu, 2002).

Similarly, there are four FM radios and Radio Nepal's regional transmission can be heard in this locality. All these media have been regularly broadcasting the diversified programs in news, views, information and entertainment from their establishment.

1.11 Communication Perspective on Development

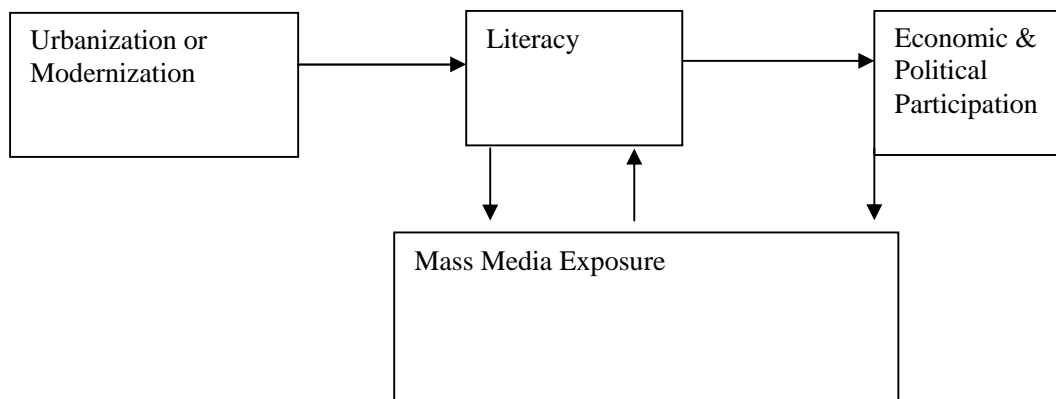
"Development is necessarily conceived as "dynamic" in the service of the "progress". The progressive change is described as alternations in

awareness, motivation and participation of the individuals. It is a process of innovation where one learns from the experiences of others. Development is "growth" oriented all the time. There have been several changing paradigms of development; each conceives a slightly different notion of what development is. In the 1950s and 1960s development theories and practitioners stressed economic development. According to them, development can be achieved by modernization via industrialization and urbanization. In the 1970 development issues included the improvement of quality of life with programs of nutritional status, maternal, child health, primary health care and the transformation of individuals as well as the social system. In the 1980s the development strategies was focused on programs such as poverty eradication, land reformation and providing minimum basic needs. Similarly during 1990s it stressed on technological development." (Denis Mc Quail: 2002).

'Development connotes change, progress, alterations, innovation and growth. Development is not only ephemeral, but also perennial in outlook. Change is always a painful process. The central thought of change remains acceleration of the growth structure that encompasses equitable distribution to the community'. "According to communication scientist Lerner, communicators rely upon technology to displace the traditional teachers so as to disseminate philosophy as well as innovations. Growing socio-economic disparity requires a more human-oriented development message. Media needs to focus on providing the underprivileged echelons of the society access to health, education and micro-credits. The Father of development communication, Alan Chakley, saw a central role for the media in disseminating development material rather than putting focus only on hard, soft and sensational news." (Pokhrel Prabal Raj, *The Rising Nepal*, May7, 2006).

According to the modern perception, "the development is a whole, it is an integral, value loaded cultural process; it encompasses the natural environment, social relations, education, production, consumption and well being." (Uma Narula). The modern concept perceives that social environment, economy, politics, technology and media exposure is interdependent factors for development. Economic growth, cultural promotion, political and social change, poverty eradication and promotion of human rights and justice are also called development indicators by which one can scale the position of development of the particular society.

Figure: 1.1



(Learner's Model of Development Communication)

Village people particularly live in the countryside and traditionally are engaged in occupations like cultivation, animal husbandry and small traders depend on agriculture.

In this context, the main focus of the study is on the overall behavioral changes made by media on the village people. This study particularly pays attention to the Radio, the only accessible and effective media in that village.

This study, foremost, presents outline and traditional norms and values of Dhankaul village people with its essential facts and data. Secondly, it has a simple description about the media and its role to change

human society and to make people aware in village development. Lastly, it ends up by verifying the collected data.

1.12 Statement of the research problem

Eighty percent Nepalese people who live in the village are still under critical marginalized situation. Half of the people of the country are suffering from poverty. They are bound by their traditional occupations, and are unable to meet their basic needs. In such an adverse condition, the development programs employed by the government and non-governmental agencies do not reach the needy ones. They do not get proper counseling to uplift their economic, educational and social conditions. They don't have any proper effective access to mass media, which can evoke self awareness for proactive change.

"Greater public knowledge creates a climate conducive to responsible and informed decisions and the behavior, UN, 1994. Hence most people face problems to spread the message to the remote villages where marginalized people live. It is said today that sufficient information is not available to each and every human being for a good reason. These are lack of proper infrastructures, good governance, social injustice, military conflicts or insurgencies and others." (The Kathmadu Post, 2003)

Realizing the importance of communication as a vital development resource, government planned a national communication scheme in 1971 with emphasis to the central slogan "*Bikasko Lagi Sanchar*". However most of media and news materials cater to urban based elites needs. Many researches have proved that radio among electronic media as cheap and easily accessible to the rural people is the most effective tool. It has been changing the public attitude, thinking, food habit, social relationship, lifestyle, and also helped to raise awareness to development needs.

However the problem lies in the effectiveness of development centered message, clarity of language, structure and issues of news

materials. The chance of informational reporting of village life is very few. Even government officials today have not changed their attitude towards sharing the information regarding development issues

There is abundant possibility to disseminate information on people's problem like water supply, lack of chemical fertilizer, employment, road infrastructure, farming irrigation, health sanitation, advanced technology education and justice. So many issues and sub issues could be the sources for news and information. Therefore, the problems of development can't yet be minimized.

This study therefore is designed to assess effects of radio program on the listener's knowledge and attitude as regards various practices. It attempts to assess the audience listening habits in terms of performance of program format, listening hours, message comprehensibility, credibility, reliability and so on.

So this study tries to search systematically the situation of development journalism as disseminated in the Nepalese media radio. This study has covered almost all angles to find out the situation of covering development news in terms of development issues and coverage.

The major concerns of the study will be as followings:

What is the impact of media on village development ?

Is the radio really concerned about development issues ?

What is the knowledge and perception of respondents towards village development ?

What is the socioeconomic status of respondent and their use and access to mass media ?

What are the most effective mass media to disseminate information and conduct awareness in the society and individual ?

What are the major sources of information related with village development ?

What types of coherent policies should be formulated in the flow of development news materials ?

What sorts of radio information are needed for the people ?

What types of changes have been taking place in terms of generation of awareness, knowledge attitude and the behavior among the respondent ?

1.13 Hypothesis of the study

Radio helps to bring forth change in the community by transforming them into active, knowledgeable and innovative participations in the village developments.

Radio broadcasting became a simple and a prime electronic medium of the poor because it leaps the barriers of isolation and illiteracy. It is the most affordable electronic medium to broadcast and receive information

Radio is the main public service broadcasting tool prevalent especially among electronic media. It is used in daily life as a tool of news, views, and entertainment. It is the most commonly used tool by those people who are poor, illiterate and live in remote rural areas where the print and other electronic media may not be accessible.

The modern concept of media exposure is an interdependent factor for development. Economic growth, cultural promotion, political and social change, poverty eradication and promotion of human rights and justice are also called the development elements that are exposed by radio as a media tool.

Radio use and access in terms of means of information, disseminates and changes public attitude, thinking, life-style that helps raise awareness of village people to the local development and socio-cultural change. It focuses

on providing the underprivileged echelons of the society and conduct access to health, education and micro-credits.

1.14 Objective of the study

The main objectives of the study

- * To find out the impact of mass media of radio on the village development
- * To measure the awareness level of the people in the development of village.
- * To identify listening habits of the audiences.
- * To interpret evaluation of performance program by audience.
- * To examine information seeking behavior of people in general and the behavioral change after listening to the radio.
- * To examine peoples' attitude / impression to programs aired by radio.
- * To find out the interest, need or desire of the local people.
- * To analyze the weaknesses and prosperity of the radio.
- * To prepare reference material of media related to development.

1.15 Rational or significance of the study

This study is intended to collect information about rural development, use and access of mass media in the society. This study is especially related with those people who live in the village. Rural progress is the wing of overall national development.

"Media works as a catalyst to bring about awareness for change. It helps further to activate development efforts among the motivational requirements of the populace. Message content can have multi-pronged development-oriented objectives." (Pokhrel Prabal Raj, *The Rising Nepal*, May 7, 2006).

In fact, mass media should make a comprehensive integrated strategy to disseminate information for creation of awareness in the rural sector. This study also includes that mass media use and access in terms of means of information dissemination. That's why this study will be beneficial for the society when it will be carried out.

The main objective of this study is to find out the impact of mass media, particularly radio to change the attitude, thinking, lifestyle of the public, and raise awareness of village people for local development and socio-cultural changes.

This study will also help local authorities, national level authorities and journalists to implement the right approach to development and improve the content of mass media to the rural sector. It will also be beneficial to those who want to study further in the same field.

If we carefully look at the social structure of the Nepalese society, we find various castes and multi-ethnic groups living in different ages at the same time. Nepalese society is a heterogeneous mass of different religions, various levels of earnings, literacy, cultural learning and social status. It is not easy to motivate them, if we don't involve them. Thus people oriented community based strategies of development is a tool to bring forth unity in diversity and promote overall development.

So this study is intended to collect necessary information about village development, and its use and access to mass media in the society. Mass media shapes the ways of overall development. Media is a kind of social lubricant, which acts as a catalyst for development. Mass media promotes overall health, education and living standard of societies. Basically, media is an effective tool to provide information, education and entertainment to the people and it helps awareness and also encourages public participation in social works and development. Radio is an interactive

means of communication that can bring together people to think over their problems and come closer to initiate organized effort to solve them.

Moreover, this study will provide valuable information for the planning, producing, scheduling and improving radio programs. This study endeavors to help to rationalize the continuation of existing popular programs and to include new programs based on tastes, needs and attitudes of the listeners. This study is, therefore, designed to assess the effects of development radio program on the listeners' knowledge and attitude regarding radio. The study also attempts to assess the audience listening habits in terms of preference of program format, listening hours, message comprehensibility, credibility, reliability and so on.

1.16 Justification of the study

The present study is based on the backward Dhankaul village in Sarlahi district in the Terai. To justify this study, it is expected that the research will disseminate information among the people and community of Dhankaul village that had never been revealed earlier as a reflection of the overall status of rural Terai regions exposure to media. It is also believed that this study will provide a great help to guide media persons and information led administration to solve development issues of the village in an integrative manner. At last, it is expected that this study will be a useful guide for the future researchers to undertake an impact study on the role of mass communication for community development.

CHAPTER TWO

METHODOLOGY

This chapter deals with the research methodology employed for the study. Here the subjects like, selection of study area, selection of topic, research designs, nature and data analysis are discussed in it.

2.1 Rational of the selection of study area

The main objective of the present study is to find out effectiveness of radio dissemination information program which helps make people aware in village development. The target of the present study is Dhankaul VDC of Sarlahi district.

This study has selected Dhankaul VDC of Sarlahi district as the study area. The socio-economic development of the village is medium in terms of availability of infrastructures like electricity, transportation, basic health services and communication. The meaning of the selection study area is that the field represents one of the main sites of Sarlahi district and access of every type of mass media either electronic or print could not be easily found. The major means of information and communication in this area are newspapers, Radio Nepal, some FM, while only a few people possess television. However Radio Nepal and Kantipur FM are the major medium of information and communication in this village. In this respect, there was a need of scaling the changes in their knowledge and behavior after listening to radio and FM.

Simple random sampling was followed so as to select the respondents. Thus sampling design currently used was a combination of Purposive Sampling and Multi-Stage Random Sampling. A total of 110 people from the study area were questioned. The study represents all 110 respondents for purposive variables that assessed the dissertation to be successful.

Dhankaul village of Sarlahi district is selected for the study. These are the following reasons that enticed me to select this topic and area related to Dhankaul village.

- * Limited area and numerically appropriate population.
- * Easily accessible to regular field visits.
- * Lack of development infrastructures.
- * Different cultures and caste in the society.
- * Inappropriate language of mass media disseminated to the people.
- * Miserable economic condition of the village people.
- * Traditional society.
- * Weak educational background.
- * Inaccessibility of different types of mass media.
- * Culturally remote place representing the Terai region.

2.2 Research design

Traditionally, this type of research is a kind of complex social study. Different types of research systems are simultaneously implied into it. This study relies on ethnographic research. This study has tendencies of an explorative nature, because it explores their sources of income i.e. their traditional occupation and their educational condition.

This study attempts to provide an effective media policy to uplift the social and economic status of the village people as part of an applied research.

Similarly, this study is also related to action research design. It does not provide merely a theoretical framework of an effective media policy. This study also helps to promote village development.

This study is also based on description of listeners' habits, their evaluation of program performance, their perception and pattern of message reception from radio, so it adopts descriptive research design.

2.3 Limitation of the study

Every study is bound by its limitation. Limitation is based on the situation of the research. In this context the research may not be possible to study all aspects of rural development, role of mass media (radio) to make people aware about development of the village, economic and social changes which lack sufficient resources and infrastructures. So the present study has the following limitation.

- * This study is limited only in Dhankaul VDC of Sarlahi district.
- * The knowledge perception level of village people's towards development regards that the access and use of the mass media is affected by socio-economic, cultural and demographic factors.
- * The focal point of study is located in Dhankaul village of Sarlahi district. So the present finding of the study could not be generalized throughout Nepal.

2.4 Nature and sources of data

The nature of data used for this research study was focused more on qualitative rather than quantitative theory. This research was focused more on primary data rather than secondary data. The primary source of the data was collected from survey, observation and formal interview. Secondary data was collected from different journals, periodicals and books, census report, related organization. The key personals of the village people helped to provide data related to development issues of the village.

The main source of secondary data was provided by Dhankaul VDC office. Besides these materials, different books, publications and magazines

pertaining to development issues were also used from the Central Library of Tribhuvan University.

Regarding the formulation of primary data, questionnaires were prepared and asked to different respondents and former peoples' representative of VDC.

2.5 Data collection techniques

Interview questionnaires were developed according to the objective of the study. The interview elicit the information on age, sex, marital status, literacy religion, income, use of mass media, number and type of radio owned, socio-economic status of the individuals and knowledge perception, practices and awareness toward local development due to the use of radio as mass media.

Observation was also one of the methods used in acquiring information. The visible data like, infrastructure situation, housing pattern, poor economic condition, miserable living situation and media accessibility are acquired from direct observations. I visited related stakeholders in order to know the development status, its local level infrastructural needs and its implementations status as well.

Individual questionnaires were administered to both, the eligible man and woman of households. The questions were related to.

- Listening habits
- Popularity and usefulness of radio program
- Perception of audience
- Message reception through specific development program
- Development action of respondents

2.6 Data analysis

After collection of relevant information, it was carefully checked so as to avoid possible errors. Data was carefully edited and processed with the help by using excel and windows computer program. Relevant data was analyzed based on frequencies, percentage and cross tables. Knowledge and behavior variables were selected for the purpose of analysis of dependent variables, while socio-economic and demographic variables were selected as dependent variables.

The data obtained from fieldwork were manually processed from simple tabulation. The information about geographical setting, family background, religious and cultural activities are analyzed descriptively. Similarly, data related to the mass media, education, economy and occupation are descriptively and statistically analyzed. Use of the mass media was measured in percentage form and was compared with the households of different socioeconomic characteristics.

Individuals are classified according to relevant variables of social position, disposition and behavior. The variables could be statistically presented. In the study, participant observation was commonly adopted. Content analysis was often practiced as a form of behavioral research treating media documents text as the equivalent of populations that can also be sampled and submitted to the analysis of statistical variables.

CHAPTER THREE

3.1 Literature review

In Nepal, the historical development of mass media is a very recent phenomenon which correspondences during the Rana regime from 1840 to 1950 AD. At that time Nepalese people were put into total darkness. They had neither freedom to neither read foreign newspaper in library nor listen to radio. Most of the Nepalese were unacquainted about media practices in and outside of the country.

So the history of research in the electronic media its related matters and the programs are not so old. For a long period hardly laudable scientific study and research was carried out in this field even after the establishment of electronic media in Nepal in 1986 AD.

Studies on communication in Nepal are very few. It deals plainly with communication in an adsorptive way without analyzing the underlying multi-variegated social process. The task of investigating the impact and use of mass media is a complex one. Only few investigations have devoted themselves to explain the impact of mass media on development of social behavior. The available works on communication in Nepal can be grouped into two divisions according to their focus area of study.

There are study which deal with mass communication and others with rural communication. Most of the works deal with mass and general formal communication through them (Khanal, 1989). There are also some studies on rural communication in Nepal (Campbell, 1974). Some studies have also been undertaken by few research agencies such as New ERA, DÉCOR, RIDA, and IIDS. There are some dissertation researches of academic courses led by Pradhan 1964, Adhikari 1982, Khanal 1989, Upreti 1990.

The nationwide study of radio ownership and listening habit was conducted in 1974 by New ERA. This study was based on 306 radio owners

and 153 non owners. It estimated that there were around 115,000 radios in the country. Most of the radio owners in the sample listened both to Radio Nepal and foreign radio stations. The most popular programs on Nepal were found to be related to agriculture program, listener's choice, rural programs and family planning.

Fifteen years after this study, a study was carried out by Radio Nepal in 1989 on the quality of its service, popularity of radio programs time of listening to radio and radio listening habits. (A study on Community Radio, 2000).

However, Radio Nepal carried out the most reliable study related to radio programs with the assistance of British Development Administration in 1996. The study which centered on the number of radio sets in Nepal, audience habit, quality of radio programs and listener's habit and interest represented all geographical regions of the country. The study also revealed that the number of FM radio listeners increased enormously within a short span of time in the urban and rural areas.

An evaluation of radio program "Hatemalo" 1984 by New ERA was carried out with the major objectives of shedding more light about the perception of audience behavior. Specifically, the study attempted to retrieve more information about the program regarding discrepancy between the program and audience's performances, appropriateness of the program, its component and the attitude of audience towards disabled person.

A study on FP/MCH radio audience in Nepal (1993) conducted by New ERA revealed that radio has built its capability to reach 55 percent of the country's population by its medium wave and 90 percent by short wave. They became the most powerful means of mass communication in Nepal. New ERA also conducted other research study such as Radio for School broadcasting in Nepal 1981, an evolution and communication program in Nepal 1986.

Similarly, FAO in Nepal in 1984 carried out a study on farm broadcasting of Nepal. There is also a study related to family planning and maternal and child health program for John Hopkins University, Population Communication services by New Era in 1993 and so on. All these studies and surveys disseminate a lot about the matter related to electronic media and program related to statistics. However these studies were carried out for different purposes assessing the need assessment.

A study on communication and Media Pattern in Nepal (1991) as conducted by DÉCOR revealed that 63.6 percent of Nepalese households have radio sets. It was equivalent to ratio of about 112 sets per thousand of population. Overall reach of the ratio is 74.5 percent, of which 84 percent are in the urban areas and about 74 percent in the rural areas. Radio Nepal seems to be an effective media for Nepal. Other DECORE studies were- Report of evolution of the *Sanjeevini TV* series 1996, Children's Voices and the Media; an assessment of children's television programming in Asia- the Nepal Case 1997 etc.

Radio Nepal Program Broadcast, a program on *An Audience Survey Report 1989* by Research Inputs and Development Associates (RIDA) had used other research, listener's mail, printed and official opinion in order to modify its broadcasting output. The main objectives of the survey was to look at the popularity and utility of Radio Nepal programs, examine listening hours of the audience and find out the number and condition of radio sets within the Kingdom. It is estimated that there were around 1,127,000 sets in the country.

“*Radio Ownership and listening in Nepal (1997)*” was carried out by Audience Research Section of the Radio Broadcasting Service. A sample of 3038 adults aged 13 or over from households in 15 districts was interviewed estimating the number of radio sets, level of listening to Radio Nepal and its broadcasts.

'Mass Media and Democratization' country study on Nepal 1996 by Institute for Integrated Development Studies (IIDS) focused that an informal system of communication, however efficient and effective, can never replace the role of mass media. The need of strong assertive measures to develop a sound mass media system can therefore no longer be ignored. The effectiveness of the electronic media in regions outside Kathmandu remains circumscribed by two factors; their incapacity to reach the remote areas, especially the border regions, and the quality of the programs broadcast which often fail to compete with foreign media.

Likewise, Khanal Chirangibi studied the use of mass media communication in Balkot village of Bhaktapur in 1989. He tried to focus on the role of mass communication in the rural periphery of Kathmandu valley. It investigates the condition of mass media on a typical village society and the role of education within it.

Structure and Process of Communication in the village by Upreti Govinda (1990) tried to focus on the traditional communication system which has vanished because of mass communication. Another type of national level of study was carried out by communication experts under Integrated Institute for Development Studies reflecting on the situation of mass communication media (radio both government owned and privately owned cable television network, television, E-mail, Internet, fax, telephone) in 1996. This study has provided a lot of information about mass communication media like the number of radio and TV sets in Nepal, audience habit, quality of radio and television programs, listener's interest towards radio and television programs and so forth. The study has helped to formulate information technology policy made in 1998.

A case study of "Transport and Communication in Nepal" by Prachan (UNESCO, 1964) tends to emphasize that development works cannot be

performed as quickly without integration of communication and transport system.

NDS & UNICEF in 1976 studied “to find out whether villagers understood what the artists has intended to convey”. They came to the conclusion that “any attempt to communicate ideas and instructions to unschooled rural villagers by means of picture only, are unlikely to succeed” (NDS & UNICEF, 1976).

D. Taylor & H. Hamal tried to provide information on radio listening habits of the Nepalese people. They forwarded experiments with survey techniques as an adjunct to program operations. Their survey "raises more questions and suggests more hypotheses than it answer" (Taylor & Hamal, n.d.:7).

We find around three relevant works pertaining to rural communication in Nepal.

Campbell’s work (1974) is a report focused on locally produced plays as a medium of communication between village and government in Nepal. She described the role of dramas played by the villagers in front of the villagers. There is also a comment on this report by Okada*. He tends to suggest how we can establish communications between government and villages in Nepal.

Pant, (1989) worked on a small volume that is only introductory and cursory. This volume gives some glimpses about the aspect of rural communication. Pant also gave the report of an anthropological inquiry on rural communication in some villages of the Midhills in 1989.

Lucian W. Pye (1963) says that it was pressure of mass communication, which brought about the fall down of traditional society.

* Okada, E.F., comments, L.B.C., Locally produced plays as a medium of communication between village and government in Nepal, UNICEF/Remote/areas and Local Development, Kathmandu, 1974.

Every media of communication are not adjuncted as equal powerful instruments for social changes although most of the mass media of communication are the agents of social change.

Only a few studies have been accomplished reflecting the rural status of mass communication in Nepal. So this is not the first time however, that a prominent study in this area has been undertaken.

CHAPTER FOUR

4.1 The Setting

This section provides information about the study sites, population, climate shape, geographical area, occupation, development infrastructures situation etc.

The study site was Dhankaul VDC of Sarlahi district.

4.2 Dhankaul VDC

Dhankaul, located in the Terai region is one of the VDC among 100 VDC of Sarlahi district. Dhankaul VDC lies about 12 kilometers South from the East-West highway (Mahendra Rajmarga).

Dhankaul VDC is situated between Achansa 26.45" to 27.10" North Achansa and from 85.20 to 85.56" East Desantar. Dhankaul VDC is spread over with an area of 8.576 square-kilometers and is bordered by Haripurwa VDC in the East, Nokailawa VDC in the West, Gingrwa VDC in the South and Suknaha VDC in the North. This VDC contains three villages named Dhankaul with ward no. 1, 2, 3, 4, 5, Dumaria village with ward no. 6, 7 and Sahapur village represents ward no. 9. From among the population of 6621 male are 3375 and female are 3246. This VDC is comprised of a mixture of miscellaneous caste and culture. This VDC is a typical VDC of a mixed culture and various castes representing of the Terai region. There are 11,225 households in this VDC.

The climate of this VDC is sub-tropical in nature, but little hot in summer season. The average maximum temperature during summer is 32° Celsius and the average minimum temperature during winter is 4° Celsius.

Banke Khola and Safa Khola gush through this VDC. The forest land in this VDC is negligible. Similarly no significant mineral resources have been found in Dhankaul VDC. But Dhankaul is famous for Dharmanath Mahadev and a historical pond named Jathahi. This VDC is also famous for

production of green vegetable such as cauliflower, bitter gourd, pea, cucurbit gourd, chilly, snake gourd, coriander, onion, pumpkin, cabbage, brinjal lady's finger, tomato and Rayo etc.

The society of Dhankaul VDC is heterogeneous. There are various castes people such as Yadav, Mahato, Sah, Muslman, Brahman, Chettri, Tamang, Newar, Mushar, Chamar, Kami, Damai etc. living in this village development committee. Most of them are Hindu and Muslims and very few of them are Buddhists by religion.

Almost all the people of the VDC speak Dehati language mixed with Bhojpur and Maithili. Dehati language is the medium form of language for general communication. Most people of this village speak Dehati language as their mother tongue. But few of them speak Nepali, Tamang and Urdu as their mother tongue. Dashain, Laxmi Puja, Chatha, Maghi and Roja of Muslim are the main rituals of this VDC. This VDC is typical with multi culture, diversity in religion and language. They worship various types of deities for the shake of good health, family progress, prosperity and peace.

This VDC has not been linked with motorable roads. However, one can find the access of bus service after 20 minutes of walking. The village is situated in a plain and fertile land of the Terai. Agriculture and animal husbandry is the main occupation of the people of Dhankaul VDC. 99 percent people of Dhankaul VDC are engaged in agriculture though there is no effective and regular irrigation available in this village. Agriculture is depended upon monsoon season. Besides this few persons are engaged in government service and local trade is based on agricultural productions. The rural people both men and women work hard in the field all throughout the year for planting and harvesting during the seasons.

Although villagers work hard they relax during the slack agricultural season. They are found living with their family with ease.

The people of this VDC follow their culture, religion, traditional values, norms and customs. But they also use some modern amenities of science and technology.

Some data belonging to the VDC are presented bellow in the table.

4.2.1 Population by age group and Sex for Dhankaul VDC

Table No: 4.1

VDC	Sex	Age Group					
		Total	0-9 years	10-24 years	25-39 years	40-59 years	60 over
Dhankaul	Both sexes	6621	1860	1864	1383	1076	438
	Male	3375	925	977	685	569	219
	Female	3246	935	887	698	507	219

Source: CBS-2002

The population by age group and sex of Dhankaul VDC has been shown in this table. The total population between the age group of 0-9 is 1860 of which 925 are males and 935 are females. There are 977 males and 887 females among 1864 of total population between age group 10-24 years. There are 685 males and 698 females from the age group 25-39 years from among 1383 total population of that age group. Similarly there are 569 males and 507 females from among 1076 total population of age group 40-59 years. Likewise 219 males and 219 females of age group 60 and over have been found from among 438 total population of that age group.

4.2.2 Population by mother tongue

Table No: 4.2

VDC	Language	Population	Percent
Dhankaul	Dehati	5811	87.76%
	Bhasika	510	7.10%
	Tharu/Dagaura	227	3.42%
	Nepali	52	0.78%
	Hindi	12	0.18%
	Others	9	0.13%
	Total	6621	100%

Source: CBS-2002

The population of Dhankaul VDC by mother tongue has been shown in this table. The CBS found that the majority of 5811 people from the total population (6621) of Dhankaul VDC speak Dehati as their mother tongue. Similarly 510 persons (7.10%) among the total population speak Bhasika and 227 persons (3.42%) people of Dhankaul VDC speak Tharu/Dagaura language as their mother tongue. There are very few people only 52 (0.78%) speak Nepali as their mother tongue. In the whole village there are 12 persons or 0.18% which corresponds to Hindi speakers and only 9 persons of this village speak other languages.

The study found that 90 respondents from the overwhelming majority or 81.81 percent speak Dehati, a mixture of Bhojpuri and Maithli, followed by Tharu. This is also regarded as the second language in this village. Only 6.36 percent speak Nepali as the mother tongue, while Nepali is the language of news for any program of radio, TV and newspaper. Thus language has become contradictory between listeners disseminated through radio.

4.2.3 Population 6 years of age and over by literacy status and sex for Village Development committee

Table No: 4.3

VDC Literacy status		Cannot read and write	Read & Write	Not stated
Male	2754	1936	706	112
Female	2675	2304	298	73
Total	5429	4239	1004	185

Source: CBS-2002

The total population (6 years of age and plus) of this VDC is 5429. Among them 2754 are males and 2675 are females. There are 4239 persons who cannot read and write i.e. illiterate in this village. Illiterate males are 1936 and females are 2304 from among 4239. According to CBS-2002 there are 1004 people who can read and write i.e. literate people in this VDC. In this VDC literate males correspond to 706 and literate females are 298. While among 185 persons the status of 112 males and 73 females is not stated properly.

4.2.4 Population of 6 years of age and over by status of School Attendance

Table No: 4.4

Dhankaul VDC	Currently Attending	Currently not Attending
Male	508	913
Female	322	1013
Total	830	1926

Source: CBS-2002

The total population (6 years of age and plus) of this VDC is 2752. Among them 830 persons currently attend the school. There are 508 male and 322 females who attend school. According to CBS-2002 1926 persons currently do not attend the school. Among them 913 males and 1013 females do not attend school.

4.2.5 Households by type of small scale non agricultural economic activities operating in VDC

Table No: 4.5

House Total		Having Economic activity			Not Having Economic Activity	
1125		205			920	
Having Economic Activity						
Total	Manufacturing	Trade/Business	Transport	Services	Others	
205	1	28	1	9	166	

Source: CBS-2002

This table shows that among 1125 households 205 households operates in multi-dimensional economic activities whereas 920 households do not having economic activities. Similarly among 205 economically active people, 28 persons have been involved in trade and business, 9 are engaged in services, respectively. 1 person was in the manufacturing sector and 1 person was engaged in the transport business, while 166 persons were involved in different kinds of economic activities.

4.2.6 Households having agricultural land, livestock and poultry in VDC

Table No: 4.5

Households having								
Dhankaul VDC								
Households	Agricultural land only	Livestock only	Poultry only	Land & Livestock	Land & Poultry	Livestock & Poultry	Land, Livestock & Poultry	None of All
Total: 1125	135	83	4	555	4	29	122	193

Source: CBS-2002

The above table shows the data of villagers possessing agricultural land, livestock and poultry of Dhankaul VDC. It is found that there are 135

people who have only agricultural land. Respectively 83 people have livestock only and only 4 people have land and poultry together. Similarly 555 people have land and livestock, 4 people have land and poultry, 29 persons have livestock and poultry and 122 persons have land, livestock and poultry. However 193 persons of this village, possess none of them.

Dhankaul village is located in the rural areas and it is out of the access from the basic infrastructure facilities. There are only primary schools in the village which do not have even basic infrastructures. A great number of children do not enter school. People are still influenced by traditional customs in this village. Mainly those inhabitants, who are illiterate, are very traditional and superstitious. Women are not conscious about their legal rights provided by the state and constitution. There is still the problem of child marriage and dowry. Children of this village usually go to work in agricultural field and animal husbandry, but their work is not measured as economic activity. A lot of women and children of this village go to work in the morning and work the whole day because they are very poor.

Some people go to Punjab, Bihar Delhi, and Hariyana etc, in India in search of work and to earn money for living. They work in India for temporary period. But some people work in other foreign countries for 2-5 years.

This VDC yet has no access to hydro-electricity. Only 3.5 kilometer long gravel road is available in this VDC. Telephone and library facilities are not available in this VDC. There is rural health post service available in the village.

This village does not contain safe drinking water facility. People use water-pump and wells for drinking water. Most of the people of this village use their own system of water-pump in their homes. While some poor people use public water-pump and wells to fetch drinking water.

This VDC does not have access to telecommunication as well as fax, email and internet connection. People of this VDC receive news through radio and television. They use battery to operate radio and television. The number of TV sets in this village is few and it can be counted. The total number of TV sets in this whole village is 46.

People usually go to Haripurwa VDC for marketing, high school education and also for telecommunication services because these amenities are not available in this VDC. The VDC has a rural health post. However the health service of this VDC is not satisfactory because there is neither doctor nor sufficient medical equipment available in the health post service center of this VDC.

The general economic subsistence of the village is based on traditional agriculture. The main crops cultivated at the VDC, are paddy, millet, white, mustard and green vegetables. Among the total agriculture production, people use some of their agriculture production to eat as food and people sell remaining agriculture production so as to meet daily requirements.

Some people of this VDC have sufficient land. Some of them have few lands and others have no land. The persons, who have no land, work as a farm labourer with those people who have sufficient lands. Some poor people do not have any types of land work in different types of labour work.

Even today, caste system is prevalent in this VDC. The constitution of Nepal has prohibited caste system. It has the provisions of punishment against such types of discrimination. There are some obstacles to alleviate it because this is the root cause of traditional mentality. The majority of villagers find discriminative caste system in their behavior. There are two types of caste, one of them is touchable caste and the other account is related to untouchable caste. However caste system is prohibited in Nepal. The untouchable caste people are not allowed even to touch drinking-water and

to enter into the kitchen room. Finally, everyone knows that discrimination in caste system is illegal, unconstitutional and non-humanitarian. But nowadays, there is less feeling of caste system in the youth generation of this VDC.

Some villagers borrow money from rich men and pay as high as 36 percent interest rate per annum. Only few people take loan from the banks because there is a long process to get loan from the banks. Sometimes villagers need money immediately for their children's marriage, for treatment of family members, to provide dowry in marriage, to buy land, to construct new houses, to maintain social and cultural activities etc. People borrow debt from rich men to solve all these type of problems.

In this VDC there is no branch of any bank. Similarly, there is neither any factory nor any income generating institution so as to solve the problem of unemployment. This is the pitiful condition of this village.

Map of the Study Area

CHAPTER FIVE

5.1 Characteristic of Radio Listeners

The purpose of this chapter is to discuss the characteristics of 110 respondents. The first section of the chapter discusses the demographic characteristic and the second section discusses the socio-economic characteristics.

5.2 Demographic characteristics

The demographic characteristics include age, sex and marital status of the respondents. Assessing the socio-economic condition of a certain class or group is not an easy task because this condition depends upon a large variety of socio-economic variables. All these variables are interrelated at one or another way. In the absence of one variable the other cannot be assessed properly. So it needs an approach to properly assess the condition of a particular economic or social class. All the above mentioned variables have been taken into consideration and categorized within themselves for the purpose of the study. The socio-economic condition of certain class can be measured by the basis of family life style, knowledge of development and concern of mass media, language, education, income status and role. (David,1972-316).

5.3 Data analysis

After the collection of information from the field, the study was analyzed based on frequencies, percentage and cross tables. For the purpose of analysis, knowledge and behavior variables were selected as dependent variables, while socio-economic and demographic variables (e.g. age, sex, marital status, occupation, caste, religion and education) were selected as dependent or independent variables.

5.3.1 Sex wise distribution of respondent

Both males and females have equal role and functions to help in the society. They play a great role in the overall development of the society, village and nation. Due to this cause the study has taken sex wise distribution of respondents.

Table No: 5.1

Sex	Respondent	Percent
Male	104	94.54
Female	6	5.45
Total	110	100

Source: field survey 2005

This table indicates that the majority of respondents or 94.54 percent respondents are males while female respondents correspondent to only 5.45 percent. This field survey discovers that women have very rare access to the radio. They are found being confined within the house and field works due to the pressure extend by male. Only a few women in the rural area of the Terai listen to the radio. Thus all kinds of development of society are found to be backward in nature.

5.3.2 Age wise distribution of respondent

The physiological process of age has a vital social and cultural dimension. This is often overseen as a purely biological evitability. In this study respondents are divided into three age groups such as 12-25 years, 25-40 years and up to 40. This is shown on the following table.

Table No: 5.2

Age Group	Frequency of Respondent	Percent
12-25 years	54	49.09
25-40 "	48	43.63
Up to 40 "	8	7.27
Total	110	100

The table indicates that the majority of respondents, 49.09 percent are from the age group of 12-25, while 43.63 percent of respondents are from the age group of 25-40. That is indeed a significant number. Only 7.27 percent respondents are from the age group of 40 years age or above. This table shows that radio listeners are mostly from the young generation, who play a greater role to change the society and also possess willingness in the issues of development.

5.3.3 Family composition of respondent

Family ties are no longer the same as a result of change in the socio-economic structure of the society. This is reflected in the growing individual choices not only in the place of residence and employment but in the marriage matters too. Family control over the individuals is eroding and more and more people opt for a nuclear family which is steadily replacing the traditional joint family system. The perception is that nuclear family provides its member with great independence and leverage in the management of the family. It was found that the joint family was less favorite than the nuclear family.

Table No: 5.3

Family composition of respondent

Family Type	Respondent	Percent
Joint Family	37	36.63
Nuclear Family	73	66.37
Total	110	100

Source: Field Survey 2005

The above table shows that among 110 respondents 66.37 percent respondents family were from the nuclear family size, whereas 36.63 percent comprised from joint family size. Most the joint families are from Hindu religions. However respondents from Muslim religions were mostly from nuclear family oriented. In spite of this report Muslim respondents had equally been unfolded in the mainstream household works as well as out of household works and decision making procedure in radio listening.

5.3.4 Respondent by religion

Table No: 5.4

Religion	Frequency of Respondent	Percent
Hindu	88	80
Muslim	18	16.36
Buddhist	4	3.63
Total	110	100

Source: Field Survey 2005

Religion is taken as the main feature of the society. People of a particular religious community share common religions and cultural values knowingly or unknowingly. This helps to keep harmony in the society. Religion gives different identity to an individual in the society.

As in other Terai regions, in Dhankaul village the respondents predominantly featured from Hindu and Muslim community. From that 88 people and 18 people were comprised from Hindu and Muslim respectively. It is found that only 4 respondents from ward no. 9 adhered to Buddhism. In the study area people have been slowly adopting secularist and collective view towards religion.

5.3.5 Distribution of respondents by caste & ethnic groups

Table No: 5.5

Cast/Ethnic Groups	Respondent	Percent
Yadav	52	47.27
Tharu	13	11.81
Teli	14	12.72
Chhetry	6	5.45
Muslman	18	16.36
Others	7	6.36
Total	110	100

Source: Field Survey 2005

The caste system is a unique feature of the Nepalese culture. It is a misnomer connoting some specious notion of business traditions and color difference as the foundation of the system.

The table reveals that, out of the total respondents, 52 respondents were Yadavs (47.27%), followed by 13 Tharu (11.81%), 14 Teli (12.72%), 6 Chhetry (5.45%), 18 Muslim (16.36%) and 7 others (6.36%).

5.3.6 Languagewise distribution of the respondent

Table No: 5.6

Languages	Respondent	Percent
Nepali	7	6.36
Tharu	13	11.81
Dehati	90	81.81
Total	110	100

Source: Field Survey 2005

The table shows that from among the overwhelming majority from among 90 respondents 81.81 percent speak Dehati, a mixture of Bhojpuri and Maithli, followed by Tharu 13 respondents 11.81 percent speak this

language. This is also a form of second language in this village. Only 7 respondents or 6.36 percent speak Nepali as a mother tongue, while Nepali is the language for news and other programs disseminated through radio, TV and newspaper. In fact language barrier has become contradictory between listeners and radio operators.

5.3.7 Occupational classification of respondent

Table No: 5.7

Characteristic of Occupation	Frequency of Respondent	Percent
Student	19	17.27
Agriculture	78	70.90
Business	9	8.18
Job	4	3.63
Total	110	100

Source: Field Survey 2005

The people of the study area have been classified into different occupational status. Overwhelming majority of 70.90 percent is engaged in agriculture or as students, according to the report. Some of their occupational status may be jobholders but they also are connected to agricultural status family. Similarly only 3.63 percent respondents reported their occupational status as jobholders and 8.18 percent respondents were both engaged as a business and farmer both.

5.3.8 Educational status of the respondent

Education is the main component of socio-economic status. Education helps to flourish man's knowledge for development. Education gives social status of the individual and identity to the society. The education status of people is an influential factor that leads towards follow up of modern technology and always tends to be changed. The literacy status of the respondent is presented in the table below.

Table No: 5.8**Distribution of respondent by educational status and educational levels**

Educational Status	Sex		Frequency of Respondents	Percent
	Male	Female		
Literate	82	4	86	78.18
Illiterate	22	2	24	21.81
Total	104	6	110	100
Level of Education				
Primary Level	26	1	27	24.54
Secondary Level	45	3	48	43.63
Intermediate Level	11	0	11	10
Total	82	4	86	78.18

Source: Field Survey 2005

Among the respondents 78.18 percent were literate and only 21.81 percent were illiterate, an indication of more than the national status. Among the literate respondents the majority of them or 43.63 percent were from secondary level which was followed by 24.54 percent from primary level and 10 percent respondents were from the intermediate and above level. However we should not forget that most of the respondents of Dhankaul VDC are still illiterate. Most women of this VDC suffer from ignorance.

5.3.9 Distribution of land holding of respondent**Table No: 5.9**

Frequency of Land	Number of Respondent	Percent
Having own agricultural land	82	74.54
Not having own agricultural land	28	25.45
Total	110	100

Source: Field Survey 2005

Land is taken as a stable wealth and prestige issues in the society. In the study area agriculture remained as a dominant form of economic

activities because there were very few job holders and business men were very few and land was given more importance.

The above table reveals that 74.54 percent of the respondents have their own land whereas 25.45 percent do not have sufficient land. Among them who did not have land, most of them came from Muslim and Mushar community. Most of them who had land belonged to the upper caste community. However, those who even had land were found not to be so rich, because they had land which contained two to five Bighas of land.

5.3.10 Income situation of respondent family

The level of income is so important for the livelihood of any family that determines the social status in society. The level of income also determines the facilities available within the households.

The level of income of respondents shows that the increase in social status helps in their exposure to the use and access of mass media. Those who have strong economic background have a high degree of access to different types of media and they use mass media for obtaining any related types of information as they require.

Table No: 5.10

Distribution of income of situation of respondent

Situation of Income	Numbers of Respondent	Percent
Not Sufficient to Fulfill Basic Needs	19	17.27
Medium or Subsistence	82	74.54
Surplus Level	9	8.18
Total	110	100

Source: Field Survey 2005

It was observed during the field visit that 74.54 percent respondents fulfilled their basic needs like food, shelter, clothes, education, health and

necessary needs but were unable to save money. Similarly only 8.18 percent of respondents family complained that they could not fulfill their basic needs and reported that they should do regular labor and serving, whereas 17.27 percent respondents' family had reported that their family income was more than subsistence level. They were found using more facilities such as TV, latrine, water-pump, cart etc.

5.3.11 Distribution of household assets of respondent family

Table No: 5.11

Facilities Use and Access	Respondent	Percent
Radio	101	91.8
Radio, TV and Other Facilities	9	8.18
Total	110	100

Source: Field Survey 2005

From the field study, it is discovered that radio was the chief medium of mass communication. 91.81 percent of respondents reportedly used radio facility whereas only 8.18 percent of respondents reported that they had radio and TV, both forms of mass communication as well as other facilities like bicycle, latrine, water-pump etc. However all TV sets and radio sets were found to be depended on battery generated power because Dhankaul VDC yet has not been joined with hydro-electricity.

CHAPTER SIX

6.1 Measurement of change of listeners

This chapter presents the change in behavior of respondents analyzed with respondents and cross tables between the dependent and independent variables.

6.2 Mass media use and access

Communication, information and education plays a key role for change of any particular type of problem. The access of media is a strong medium of communication that helps to acquire knowledge about certain social problems. In this regard the access and use of media of respondents to acquire knowledge is shown in the following table. It is presented in the below table.

Table No: 6.1

Access and use of mass media categorically

Means of Mass Media	Respondent	Percent
Radio	101	91.81
Radio & TV	9	8.18
Total	110	100

Source: Field Survey 2005

In the field survey, it was observed from among the interviewed respondent that 91.81 percent have the use and access to radio and 8.18 percent respondent have greater access and use of both medium of radio and TV. The field of usage and access to mass media was different in relation to their social conditions. Those who have good economic condition have access to both types of media available in the village. It also shows that radio and television are a very common form of media to retrieve

entertainment, news, information and other types of program on development form of knowledge as provided and shared mechanism.

6.3 Frequency distribution exposure on mass media

Table No: 6.2

Media	Frequency Distribution of Respondent exposure on Mass Media		
	Daily	Most Days	Once a Week
Radio	77 (70%)	24 (21.81%)	-
TV	-	9 (8.18%)	-
Total	77	33	

Source: Field Survey 2005

The above table explains that most of the respondents have exposure to mass media related activities. Among the radio and TV, radio is regularly exposed by respondents. TV is not common to the respondents. Only 8.18 percent respondents have access to TV and they are exposed to TV mostly during days while they use battery. The above table shows that the overwhelming majority or 91.81 percent respondents are exposed to radio/FM regularly. Those who have exposure to radio and TV regularly have good knowledge about social change and development.

6.4 Role of mass media in rural development

Mass media is a congenial medium which helps to create awareness in the large sphere of the people. If the information is interesting and represents social problem, it is important for the society. It must help to create awareness. However, information oriented program must be conducted regularly.

Table No: 6.3

Frequency distribution of respondents' opinion about the role of mass media

Respondent	Frequency of Respondent	Percent
Yes	97	88.18
No	13	11.81
Don't Know	-	-
Total	110	100

Source: Field Survey 2005

An overwhelming form of mass respondents or 88.18 percent agree mass media plays a vital role and only 11.81 percent respondents disagree to it. The diversity in language, poverty and illiteracy of the country like Nepal, are some big problems that people surface to obtain information. Radio and TV might be available and can disseminate information but due to language barriers people cannot obtain relevant information as they reiterated during the field survey. During the oral interview, only 11.81 percent respondents reported that mass media alone cannot play a vital role for overall development and social change. They told that mass media alone is not a sufficient mean to make people aware for development. Education, NGO/INGO program, counseling and institution are also important.

During the interview, most of the respondents expressed that they had adequate knowledge about radio and TV programs like *Krishi Karyakram*, *Jalshrot Karyakram*, *Sinchai Karyakram* and news about development. They reported that those programs carry good information related to development. These programs help to establish that the most effective pattern of radio helps listeners to interact with people. Radio is accessible in Nepal to 90% people compared to just 44% for TV (UNICEF, 2001). Development program and development journalism aims to inspire people with the use of life skills in different situations for development.

6.5 Mass media situation to create awareness among people on social change and development

The respondent who had access and use of mass media were asked questions as regards the information which are provided by those media. It is adequate to people make aware about it. The views related to information adequacy in awareness are expressed by respondents. It is mentioned through the table below.

Table No: 6.4

Distribution of respondent on adequate information provided by mass media on social change and development

Situation of Information Provided through Mass Media	Frequency of Respondent	Percent
Adequate for Awareness creation	36	32.72
Not Adequate	46	41.81
Don't Know	28	25.45
Total	110	100

Source: Field Survey 2005

An overwhelming majority of respondents reported that existing information provided by mass media is not adequate to create awareness on social change and development whereas only 32.72 percent respondents reported that the information and program provided are adequate to create awareness. Likewise 25.45 percent respondents reported that they do not have proper informative knowledge. Even as information is adequate or inadequate, if it is regular must be disseminated through mass media. Among them 41.81 percent and 25.45 respondents who do not have adequate knowledge. It is revealed that existing information cannot make people aware adequately. They report that the radio language is to be suitable to the village people of the Terai. Beyond this counseling to

vulnerable group, training, NGO and INGO must be involved in an integrative manner so as to create necessary awareness.

6.6 Study on awareness level

Table No: 6.5
Awareness study table

Awareness Level	Respondent	Percent
Fully Aware	21	19.9
Partly Aware	52	47.27
Can not Tell	37	33.63
Total	110	100

It is found from the above table that 21 respondents or 19.9 percent were fully aware about village development, whereas 52 respondents or 47.27 were found partially aware and 37 respondents or 33.63 were found not to be aware.

6.7 Distribution of radio listening habit to fulfill the local needs

Table No: 6.6

Reason for Listening to Radio	Respondent	Percent
News, Information & Entertainment	78	70.90
Other Special Programs & Song	28	25.45
No Idea	4	3.63
Total	110	100

Source: Field Survey 2005

As radio is a common source of mass media among the rural people so as to fulfill their information and entertainment needs, the respondents were asked why they listen to radio. Of the total number of respondents 78 respondents or 70.90 percent respondents of the total number were reported listening to radio for news, information and entertainment. Similarly 28

respondents or 25.45 percent listened to radio for special programs and songs. Only 4 respondents or 3.63 percent replied that they did not have any idea why they regularly listened to the radio.

6.8 Frequency of respondent by listening habit

Table No: 6.7

Media	Respondent	Percent
Radio Nepal	16	14.54
Kantipur & Other FM	72	65.45
Other International Radio Service	22	20
Total	110	100

Source: Field Survey 2005

The study found that among the majority of 72 respondents 65.45 percent listened to Kantipur and other FM. On the other side, only a very few respondents are still listening to Radio Nepal for entertainment or some other programs rather than information. Only 14.54 percent of total respondents listen to Radio Nepal. Among the total number of respondents, 22 respondents or 20 percent reported listening to other international radio services like All India Radio, BBC Radio, and Akasbani Patna Radio etc. After the access to Kantipur FM a large number of audiences turned themselves frequently from Radio Nepal to Kantipur FM.

6.9 Respondent by regular listening habit to radio

Table No: 6.8

Listening to Radio Habit	Respondent	Percent
Regular	92	83.63
Occasional	18	16.36
Total	110	100

Source: Field Survey 2005

The study shows that the number of regular audience listening for radio is higher than the occasional listeners. Among the total number of respondents 83.63 percent respondents regularly listen to radio and FM, while 16.36 percent respondents occasionally listen to radio and FM.

6.10 Respondent listening habit to radio by time frame

Table No: 6.9

Time Frame	Respondent	Percent
Morning	46	41.81
Evening	52	47.27
Day	12	10.90
Total	110	100

Source: Field Survey 2005

Table no: indicates that the majority of respondents or 47.27 percent listen to radio especially during evening time whereas 41.81 percent listen to radio in the morning. Only a few or 10.90 percent respondents listen to radio during the day time. During the field survey, those respondents who were found listening to the radio at day time were women and shopkeepers. Most respondents found that they use radio to listen at a leisure time.

6.11 Choice of respondent by the nature of programs

Table No: 6.10

The Nature of Programs	Respondent	Percent
News and Information Related to Development	93	84.54
Special Program Only	9	8.18
Entertainment Only	8	7.27
Total	110	100

Source: Field Survey 2005

The table shows that the majority of respondents or 84.64 percent like to listen to radio programs for news and information related to development

programs. The respondents who prefer to listen to the entertainment program was the lowest, i.e. 8. In addition, the number of respondents, who listen to the special dialectical program like *Hello Mithila*, was a little higher at 9.

The table shows that the highest number of respondents prefer to listen to radio programs for news and information related to development aspect. The number of respondents who like listening to entertainment program only was of the lowest category. Likewise, those, who choose the nature based special program, were of medium. However, the fact is that the categories do not vary as a large scale of range.

6.12 Listeners' change habit to radio listening

Table No: 6.11

Change in the habit of listening	Respondent	Percent
Yes	88	80
No	12	10.90
No Idea	10	9.09
Total	110	100

Source: Field Survey 2005

All of the respondents were asked whether they feel any changes in their habit or not because of listening to the radio. The result was surprisingly positive. According to the findings shown in the table, 88 respondents answered that they feel changes in their habit after listening to radio program. It is very important to note that 80 percent of the respondents felt changes in their habit because of listening to the radio. Only 12 respondents or 10.90 percent answered that they did not feel any change in their habit even when they listened to radio. However, 10 respondents (9.09 %) expressed that they have no idea about it.

This result of the particular questions strongly proves that radio is one of the most effective means of mass media.

6.13 Benefit from radio

Among the total respondents, the majority had access to radio as a means to obtain information. It is popular among students and intellectual persons as they listen to radio in leisure time for the purpose of receiving information and entertainment. Educated people use radio, TV, computer (internet) to obtain information knowledge as well as entertainment but illiterates use Radio and FM.

Table No: 6.12

Listeners taking benefit from the radio

Benefit From the Radio	Respondent	Percent
Provides Knowledge and Information	58	52.72
It Entertain Listeners	30	27.27
It Talks Our Right and Opportunity	16	14.54
No Idea	6	5.45
Total	110	100

Source: Field Survey 2005

All of the respondents were asked the benefits they incurred after listening to radio. The changed behavioral assessments after listening to the radio were as follows. Among the majority of (52.72%) 58 respondents felt that radio always provides knowledge and information they needed. 30 respondents replied that radio entertains them with songs and music and other types of programs, while 16 respondents of the total number reported that the radio disseminates programs about their right and opportunity. Only 6 respondents told not to have incurred any idea about the benefit of radio. The table shows that, the person who reported not to have not any idea about benefit from radio, are lowest in numbers.

6.14 Distribution of respondent by satisfaction and usefulness from radio listening

Table No: 6.13

Usefulness	Respondent	Percent
Very Useful	26	23.63
Some Useful	77	70
No Idea	7	6.36
Total	110	100

Source: Field Survey 2005

Most of the respondents regard the usefulness of radio programs, agreed that they could entertain themselves and obtain useful information to their daily lives from radio. Among the total number of respondents 70 percent showed their agreement to the statement that radio was of some usefulness, while 23.63 percent respondents replied that radio was very useful. However 6.36 percent respondents commented that they have no idea about the usefulness of radio. The overall attitude of the respondents to this statement was highly positive.

6.15 Frequency of social change brought by the radio

Table No: 6.14

Social Change Due to the Radio	Respondent	Percent
Make Aware for Local Development and Good Governance	68	61.81
Help to Solve Local Problem	22	20
Promote Local Language, Art and Culture	5	4.54
No Idea	15	13.63
Total	110	100

Source: Field Survey 2005

One of the questions addressed to the respondents was about the social change brought forth by radio programs-what kind of changes do you feel in your society. They have felt different changes in their society because of the radio programs. Out of the total number, 68 respondents felt that radio has been successful in informing people well and making people aware about their rights and duties for the local development and social changes. During the field survey, 22 respondents replied that radio gives information and makes people aware so as to solve local problems like environment, pollution, over population, illiteracy, drinking water problem, deforestation etc.

Likewise 5 respondents or 4.54 percent reported that radio has been helping rural people to save and promote local language, culture and art. This type of opinion was expressed by "*Hello Mithila*" a special ethnic program disseminated by Kantipur FM listeners. But they were very few. They told that they did not receive any program which belonged to the Terai culture, art and language. Out of the total number of respondents 15 respondents have no idea about it.

6.16 Effective forms of broadcast information

Table No: 6.15

Forms of Broadcast	Respondent	Percent
Short Information	41	38.18
Interview	29	26.36
Discussion	31	28.18
Narrating Story with Information	6	5.45
Others	2	1.81
Total	110	100

Source: Field Survey 2005

The table shows that the majority of the respondents reported that short information was better while 28.18 percent respondents reported that they liked information through discussion. Similarly information through interview (26.36 %) also generated higher level of awareness upon listeners. Likewise 5.45 percent respondents reported that they preferred narrating story with necessary information. Only 1.81 percent respondents agreed to retrieve information through other forms of programs.

6.17 Kinds of desired information

Respondents were also asked what kinds of information they liked most. The answers obtained accordingly from the respondents have been provided in the table below.

Table No: 6.16

Percentage distribution of respondents by their desired information

Kinds of Information	Respondent	Percent (%)
Development Information	34	30.90
Agricultural Information	44	40
Government Information	11	10
Information About Music	8	7.27
Information About Sport	8	7.27
Other Information	5	4.54
Total	110	100

Source: Field Survey 2005

The table indicates that among 110 respondents, a large majority of respondents like information agriculture (40%). However 34 (30.90%) respondents described being influenced by information about development to be correspondently high. Similarly information about government (10%), information about music (7.27%) and information about sport (7.27%)

corresponds to the same number of listener. The rest of the other listeners represents 4.54 percent.

6.18 Distribution of problems to understand the radio

Table No: 6.17

Problems	Respondent	Percent
Not Proper Language	73	66.36
Not Every Day Language	12	10.90
Fast Spoken	4	3.63
Long Sentence	6	5.45
Other	15	13.63
Total	110	100

Source: Field Survey 2005

Respondents were asked to assess the problems of radio, whether they understand the language of radio or have any problem to receive radio news, information and programs. They replied that language is the main obstacle to understand radio news, views or other programs.

The data obtained from the respondents have been provided in the table. A large majority or 66.36 percent of respondents reported that due to the lack of proper language they did not understand radio programs much. While 10.90 percent of respondents told that radio does not contain everyday language. Similarly 3.63 percent of respondents complained that they could not understand radio because it is spoken very fast without paying attention to local idiom and understanding. While rest of the 5.45 percent respondents complained to have used long sentences in radio.

6.19 Distribution of respondents by their knowledge of development

Table No: 6.18

Have Knowledge of Development	Respondent	Percentage
Yes	85	77.27
No	7	6.36
No Idea	8	7.27
Total	110	100

Source: Field Survey 2005

All of the respondents were asked whether they have knowledge of development or not. The result was surprisingly positive. According to the findings shown in the table, 85 respondents answered that they have knowledge about local development like road building, irrigation extension, school building, sanitation, health service establishment and agricultural production growth. Only seven respondents (6.36%) answered that they were not usually interested about development. They told during the questionnaire felling that they have concerning only with living, eating and cultivation. Similarly 8 respondents (7.27%) expressed that they have no idea about it.

6.20 Changing habit factors of listeners to development

Table No: 6.19

Changes in Habit of Listeners	Respondent	Percent
Have Participated in Local Development Works After Listening to Radio	54	49.09
Have Participated in Vaccination Program After Listening to Radio	13	11.81
Have Obtained Family Planning Program After Listening to Radio	6	5.45
Have Obtained Education Program After Listening to Radio	19	17.27
Yet have not done Any thing After Listening to Radio	18	16.36
Total	110	100

Source: Field Survey 2005

During the field survey, all respondents were asked whether they have participated in any kind of development and social works or self benefit works after listening to the radio. The result was surprisingly positive. As the table no. 6.19 was focused on the impact on local development and changes in the habit of the respondents due to listening to the radio. The following table reveals the impact of radio on village development and on the habits of the respondents. Within the total number of respondents 54 respondents (49.09%) have maintained that they have participated in local development works after listening to radio, while 13 respondents (11.81%) have taken part in national vaccination program. Similarly 6 respondents (5.45%) reported that they obtained family planning programs and 19 respondents (17.27%) replied to have obtained education program after listening to the radio. However 18 respondents (16.36%) expressed that they have not yet done any thing for behavioral change even after listening to radio. According to the findings of the table shown, it is very important to note that respondents have participated to some extent in the social and development works of the village.

The result of the particular question strongly proves that radio as a mass media has played a great impact on village development as radio is the main effective means of mass media in the village community.

One of the main objectives of this study was to find out the impact of radio on village development. To fulfill the objective, data concerning the impact of radio was collected successfully. Of course, there was an assumption that radio listening has changed knowledge, attitude and behavior of radio listeners habit.

CHAPTER SEVEN

Findings, Conclusion and Recommendation

7.1 Findings

The study focused on the impact of the radio on respondents and personal demographic and socio-economic factors affecting it. This study attempts to find out the knowledge and awareness of people in the development of their own village based on the use of mass media and their economic and social status. The survey was specifically designed to:

- (1) To find out the use of mass media (radio) based on the socio-economic status.
- (2) To find out respondents knowledge and perception on village development.
- (3) To find out as to what is the most effective mass medium to disseminate information in the villages for developmental activities.

The survey study also focused on finding out the listening habit, respondents' awareness and their behavioral change for village development and social changes. It emphasized on the programs they prefer in radio, the program they would like to have added and suggestions to the station. For the analysis of the demographic and socio-economic factors and the effectiveness of the radio on the respondents, interview schedule was used to collect the data and frequency tables and cross tables were used. An overwhelming proportion of respondents were local. Only 110 respondents were selected for the study. The survey of study was followed by purposive sampling design.

Major findings of this study depicted from random sampling design can be summarized as follows:-.

The majority of 94.54 percent male respondents and 5.45 percent female respondents comprised were from 12-25 years, 25-40 years and up to 40 years group. Similarly this study reveals that, out of the total respondents, 52 respondents (47.27%) were Yadav, followed by 13 Tharu (11.81%), 14 Teli (12.72%), 6 Chhetry (5.45%), 18 Muslims (16.36%) and 7 others (6.36%).

The study found that 90 respondents from the overwhelming majority or 81.81 percent speak Dehati, a mixture of Bhojpuri and Maithli, followed by Tharu where 13 respondents correspond to 11.81 percent speak this language. This is also regarded as the second language in this village. Only 7 respondents or 6.36 percent speak Nepali as the mother tongue, while Nepal is the language of news for any program of radio, TV and newspaper. Thus language has become contradictory between listeners disseminated through radio.

People of the study area, have classified into different occupational status. An overwhelming majority or 70.90 percent were engaged in agriculture. Only 3.63 percent respondents reported their occupation as a jobholder and 8.18 percent respondents were engaged as a business person and farmers.

Similarly among the respondent 78.18 percent were literates and only 21.81 percent were illiterate. This indicates more illiterate than the average national status. Among literate respondents the majority of them or 43.63 percent came from the secondary level which was followed by 24.54 percent coming from the primary level and 10 percent respondents were found from intermediate level and the above level. However most of the respondents of Dhankaul VDC are still illiterate. Mostly the women of this VDC suffer from illiteracy.

Beyond the static findings there are some experiences which also carried the significance in the study area. Women, in the Terai village are

marginalized in a state that they cannot do any thing without asking their male guardians. They are poor and miserable and are not allowed to involve in any phenomenon without the permission of male guardians of their home. They don't come out of the wall of their house. One should meet male at first rather than meeting women in the Terai villages. Similarly I had obeyed that custom in the exploration of women audience. Facing many obstacles it was possible to meet only 6 women respondents, who were not frequent radio listeners. Different language and education problem in the Terai villages are more vulnerable elements for the research study.

However a long conflict due to the Maoists insurgency was a topmost barrier to complete the data surveys within certain stipulated time frame. A majority of uneducated Maoists cadres did not grant permission to collect the data for research. That's why the study was delayed for more than a year.

7.1.1 Analytical view of the socio-economic factors

The economic conditions of a state also determine how the audience can gain access to media. Television sets cannot be purchased by individual viewers. While in the context of Nepal, for example, the average person's income is \$ 260 a year. Newspapers are a form of mass communication among the urban elite. Television is regarded by many people in the rural area as a symbol of prestige and power. Therefore, despite few TV sets and poor production facilities, TV sets are kept in order to enhance the elite people's prestige in the eyes of its neighbors. However TV is the foremost means of communication with the people. It is more important in the context to dissemination for educational offerings rather than for entertainment.

In the modern scientific days electronic media are becoming less expensive. Hand-held cameras, mobile telephone, radio (for example in Dhankaul village 91.81% people use portable radio sets) and TV sets equipment are being manufactured at a price that many people can afford.

This has made possible for close-link between each other and inner society and brought closed-circuit telecasting for local viewers.

However, *Language* is the primary vehicle by which mass media transmits cultural beliefs, values, norms, and world view. Language thus serves as a mechanism for communication and as a guide to social reality. Language influences perceptions, transmits meaning, and helps mould patterns of thought sharing ourselves with other people.

In Nepal Pahadi and Madhesi, has its own distinct language. Dhankaul village also uses three types of language - (1) Nepali, which is spoken by 6.36% people, (2) Tharu spoken by 11.81% and (3) Dehati spoken by 81.11%. By contrast content are not adequately available in the mostly spoken Dehati language but most contents are found in the Nepali language which is spoken by only 6.36% people. So contents should be made in each of the national languages to reflect the differences in the variety of cultures. The various media voices have not been unanimous in their thinking. The civil-rights and women's movements have changed conventional cultural attitudes tremendously.

In rural areas literacy rate stands at a very poor percentage and so print media are almost nonexistent. In Nepal, where there is poverty as well as rampant illiteracy, especially in the rural areas, broadcast media are more important than print media. Electronic media are also affected by the number of languages. In Nepal, for example with a population (in Dhankaul village there are 6621 people who speak distinct language. Due to the linguistic diversity, radio has developed on regional and local levels as well as within a national system.

Now, public opinion is shaped by the ideas, information, and analysis provided by the means of mass communication. Media play their rules very effectively and therefore are powerful instruments of stability and social progress. In our newly established democratic state, we demand that mass communication helps us to have the opportunity to understand events and

the consequences of those events so that we can form our own opinions and then take appropriate action for ourselves, our beliefs, and our institutions.

In the past 30 years many critical events and social changes that have shaped our future have occurred. In some of those events-civil rights, women's rights, sexual rights, politics, and war- mass media played and continue to play a significant role.

All people have the *right* to be equal and the equal right to be different. So to communicate with one another effectively, to learn and to understand one another, equal opportunities should be provided to personal and mass communication sector.

Culture is a complex, abstract, and a pervasive matrix of social element that functions as an all encompassing form or pattern for living by laying out a predictable world in which an individual is firmly oriented. Culture is a sum total of the learned behaviors of a particular group and that these behaviors (attitudes, values, language, artifacts, land so forth) are transmitted from generation to generation. Preservation of special feature of ethnic dress, language, music, and religion their old customs and traditions helps to enhance the national culture by which progress and prosperity of the nation can be achieved.

There are three major socio-cultural elements that have a direct and major influence on the meanings of development. These elements are our belief/value/attitude systems, world view, and social organization. A unique *ethnic culture* is based on traditions, rituals, codes of language, and norms. A multicultural society must, therefore, engage in maximizing equal human worth.

Thus, media are ultimately dependent on society, although they have some scope for independent influence and they may be gaining in autonomy as their range of activity, economic significance and informal power grows.

In so far as questions of *content* arise, the focus is likely to be on the effect of social structures and media systems on patterns of content. In

general, the primary object of interest is enhancement of an individual human behavior, especially in matters related to choosing, processing and responding to communication messages. Mass media use is generally treated as a form of rational, motivated action that has a certain function or use for the individual and also with some objective consequences. We do not generally think of mass media content as unique or creative, although this may reflect a cultural bias against what is popular. In any case, media message is mainly a product of work with an exchange value in the media market and a use value for its receiver, the media consumer.

To qualify as the former, an *audience* would need to show conditions of possessing boundaries, self-awareness, internal interaction, and system of normative control.

Women, in general, were found less likely to plan media viewing or listen to radio on a continuous basis. They were more likely to do other things while viewing or listening to radio, to give way to the preferences of other family members for social reasons, to talk while viewing, to feel guilty for viewing. "Because in rigid cultures, masculine traits are typically attributed such as strength, assertiveness, competitiveness, and ambitiousness, whereas feminine traits are attributes such as affection, compassion, nurturance, and emotionality." (Bem 1974, Hfstede, 1982).

Women would be inclined to treat television or radio as a resource for easing family tensions, reconciling quarrels, and encouraging varying degrees of privacy or sociability in a viewing situation.

Most uses of the media have been effectively rendered sociable. It is also widely perceived as a significant 'agent of socialization'-an occasion for social learning and a means towards participation in the development towards use of the wider society.

Caste and ethnicity have persisted through the centuries. Most of the people's economic, social, cultural, unfortunately have been dominated by three specific caste groups-Bahun, Chetri, and Newar. They have dominated

national politics, states and power of media for the last two centuries. The Central Bureau of Statistics (CBS) provided census data on the basis of caste/ethnicity that has been thought to be 'divisive" and dangerous for national integration. The Bahun-Chetris commonly believe that they are the majority group in the country, some claiming as much as 45 percent of the total population, but others believe they are about 15 to 20 percent only. It is expected that the new census to be taken after the people's movement of 2006 will come up with the actual distribution of the population on the basis of castes and ethnicities. Such figures would help to understand the actual situation of inclusive participation in the country's development process.

Gender is another significant variable related to the issue of participation. Women's issues have been continually ignored in previous as well as existing political systems. It is a crucial task to involve women in public life in Nepal where about 68 percent of women are illiterate and they have the status of second class citizenship. This situation needs to be changed.

Issues of gender definition, cultural identity, inequality, racism, environmental damage, hunger and social chaos are examples of problems of rising salience and concern in which media are deeply implicated in the society.

The Asian Survey Reform and Rural Development (ASARRD) program in 1973 have found out that food, shelter and clothes are the basic need of people. However, there are some needs which are needed to expand as livestock, to provide rural micro credit, to develop forestry and anti erosion measures, minor irrigations, social services, education, colleges, health clinics, bridges, roads and trails, irrigation, electricity, telephones, cottage industries, sanitation and pure drinking water, communication for meeting rural development. Likewise self and subsidiary employment, monitoring and evaluation system are the crucial elements for betterment of the rural community life.

It conceives the goals of rural development simply as agricultural and economic growth in the narrow sense but as balanced social and economic development by providing emphasis on the equitable distribution as well as the creation of benefit is essential for development. Among the goals are the generation of new employment, more equitable access to arable land, more equitable distribution of income widespread improvements in health, nutrition and housing which greatly broadens opportunities for all individual to realize their full potential through education and a strong voice for all people in shaping the decisions and actions that affect their lives (IBRD).

One of the central issues of the public debate on development of Nepal is the issue of '*people's participation*' in development. Participation implies the sharing of power, fair distribution of resources, job security, and fulfillment of 'basic needs' in particular, and rise in the quality of life, alleviation of poverty through the process of 'inclusion' not 'exclusion,' in general state policy.

The ultimate aim of any rural development activities is extending the benefits of development to small farmers, landless labors. It has jeopardized the human development gains made in the health and education sectors. It has also brought to the forefront new concerns relating to ethnic tensions, social unrest and increased conflict and insecurity. The right of women, poor health conditions, growing unemployment and inflation hitting millions of households back into poverty.

Empowering citizens meant is the foundation & preservation of democracy in order to fulfill the ultimate people's aspirations. All citizens must have access to information tools as necessitated. This highlights the importance of universal access to knowledge and participation in the information society. One essential dimension of human development is knowledge, crucial in enabling people to broaden their choice. People should also have the knowledge and skills needed for participation in

knowledge based society. (World Communication and Info report UNESCO 2000).

7.1.2. Mass media use and access

Mass media use and access was directly related with respondents' income, education and their access to employment. It is found that people have great attraction to the TV in village. TV is also in reality the foremost means of communication for educational offerings rather than for entertainment. However rural individuals cannot purchase TV sets easily and nor operate effectively due to the simple reason of lack of electricity. People have been left out of the usage of computer, Internet and email.

In addition, the lack of electricity in the rural community, similarly to the study area of Dhankaul village, situation has led to a radio-dominated environment because hand-held portable radio can operate through small batteries effectively and easily where television cannot. Thus radio has become an easily accessible means of mass communication, information and entertainment. Rural people take it as a popular technology and an important part of life as a form of change behavior also.

In the field survey it was observed that among the interviewed respondents 91.81 percent have the access and use on radio and 8.18 percent respondents have the access and use of both medium radio and TV. In the field use access to mass media was different in relation to their social conditions. Those who have good economic condition have access on both types of media available in the village. It also shows that radio and television are a very common form of media to retrieve entertainment, news, information and other type of program on development and knowledge gaining aspects.

However TV is not a common medium, according to the respondents. Only 8.18 percent respondents have access to TV and they are exposed to the TV most of the days while they use battery. On the other side the

overwhelming majority or 91.81 percent respondents are regularly exposed to radio/FM regularly. Those, who have regular exposure to radio and TV, have good knowledge about social changes and development.

This study found that an overwhelming mass of respondents 88.18 percent agreed that mass media plays a vital role in the development process and only 11.81 percent respondents disagree. In such a heterogeneous multi-cultural language, ethnic and geographical country like Nepal, big problems surface so as to obtain necessary development oriented information. Radio and TV might be available and can disseminate information. But due to language barriers people cannot obtain relevant information as they express in the field survey. However, during the oral interview only 11.81 percent respondents reported that mass media alone cannot play a vital role for development and social change. They reported that mass media alone is not a sufficient means to make people aware for development. Education, NGO/INGO program, counseling and institutions are also important factor for development.

Similarly all of the respondents were asked what kind of benefits they have received after listening to radio. After listening to radio, they have benefited in different aspects. The majority of 58 respondents have felt that radio always provides knowledge and information they need. 30 respondents replied that radio entertain them with songs and music and other types of program, while 16 respondents of the total number reported that radio expressed on their rights and opportunity. Only 6 respondents were unaware about its benefit. The table shows, those, who were told to have idea about benefit from radio, are the lowest in number.

Likewise 78 respondents or 70.90 percent respondent of the total number were reported to have been listening to radio for news, information and entertainment. As well as 28 respondents or 25.45 percent listen to radio

for special program and songs. Only 4 respondents or 3.63 percent replied that they did not have any idea why they were listening to radio.

One of the questions to the respondents was -what kind of changes do you feel in your society after listening to radio. Out of the total number, 68 respondents felt that radio has been informing people well and making people aware about their rights and duties for the local development and social changes. During the field survey, 22 respondents replied that radio supplies relevant information and make people aware to solve the local problems like environment pollution, over population, illiteracy, drinking water problem, deforestation etc.

The study concludes that 5 respondents corresponding to 4.54 percent reported radio has been helping rural people to save and promote local language, culture and art. This type of opinion was expressed by "*Hello Mithila*" a special ethnic program disseminated by Kantipur FM's listeners club. But they were very few in number. They told that they did not receive any special programs belonging to the Terai culture, art and language. Out of the total number of respondents 15 respondents have no idea about it.

To assess the problems of radio, respondents were asked whether they understand the language of radio or have any problem to receive radio news, information and programs. A large majority or 66.36 percent of respondents reported that due to the lack of proper language they did not understand radio programs much. While 10.90 percent of respondents expressed that they did not find everyday language in radio. Similarly 3.63 percent of respondents have complained that they could not understand radio because it is spoken very fast. The rest or 5.45 percent respondents complained that radio use long sentences.

All respondents were asked whether they have participated in any kind of development and social works or self benefit works after listening to the radio. The result was surprisingly positive as table No. 6.20 focused on

the impact of local development and changes in the habit of the respondents due to listening to radio. Calculating the total number of respondents 54 respondents (49.09%) have maintained that they have participated in the local development works after listening to radio, while 13 respondents (11.81%) have taken part in the national vaccination program. Similarly 6 respondents (5.45%) told that they have obtained family planning programs and 19 respondents (17.27%) replied to have obtained education programs after listening to the radio. However 18 respondents (16.36%) expressed that they have not yet done anything after listening to radio. According to the findings of the table, it is very important to note that respondents have participated somehow in the social and development works of the village.

Lasswell (1948) was the first to formulate a clear statement of the '*functions*' of communication in society- meaning essential tasks performed for the maintenance of society. The general tendency of functional analysis is to assume that communication works towards the integration of news and information, analysis and interpretation, sales and advertising, education, entertainment and socialization, persuasion and public relations, continuity and normality of society. It is directly associated with the development process. Through this reality, he concludes that change will occur only if pressure comes from the demand side (Hancock Alan, Technology transfer and communication, UNESCO, 1984). The extent and kinds of *effects* the media have on society are inevitable, but it is commonly, agreed that the media participate in modifying every society of the world. There was already a strongly held and sound based view that mass publicity was effective in shaping opinion and influencing behaviour.

7.2 Impact

The main objective of this study focused on finding out the impact of mass media, particularly radio, to change public attitude, thinking, life-style

and raising awareness of village people to the local development and socio-cultural change.

In practice, radio is an effective means of social change-particularly behavioral and habitual. It can play a vital role for promotion of local language, culture, development and harmonization of the community. Radio can make local people aware about their rights and duties in social, national and international aspects.

Mass media use and access was directly related with the respondents' income, education and their access to employment.

After the emergence of FM. radios, a vast majority of the people turn to FM. radio for listening to Radio Nepal and others. The study found that the majority of 72 respondents or 65.45 percent listen to Kantipur and other FM for the purpose of news, information and entertainment program. Regular listener habits of radio were also increased by 83.63 percent related to FM radios.

Radio is actually a common mass media among the rural people. Among the total number 70.90 percent respondents reported listening to radio for news, information and entertainment. According to the findings 80 percent of the respondents felt changes in their habit because of listening to the radio. After listening to the radio, they have benefited in different aspects too. The majority of (52.72%) or 58 respondents have felt that radio always provides knowledge and information they need. Moreover, radio talked about their right and opportunity and makes people aware to solve the local problems like environment pollution, over population, illiteracy, illness, drinking water problem, deforestation etc., they replied.

Likewise 5 respondents Or 4.54 percent reported radio has been helping rural people to save and promote local language, culture and art. This type of opinion was expressed by "*Hello Mithila*" a special ethnic program by Kantipur FM's listeners. They were a large majority or 66.36

percent of respondents who reported that due to the lack of proper language they did not understand radio programs much. 25.45 respondents report that radio language is to be suited to the aspirations of village people of the Terai.

As table no. 6.19 was focused on the impact created on local development and changes in habit of the respondents because of listening to the radio. The following table reveals the impact of radio on village development and on the habit of the respondents. Among the total number of respondents 54 respondents (49.09%) have maintained that they participated in local development works after listening to radio, while 13 respondents (11.81%) have taken part in national vaccination program. Similarly 6 respondents (5.45%) told that they obtained family planning programs and 19 respondents (17.27%) replied to have obtained education programs after listening to the radio. However 18 respondents (16.36%) expressed that they have not yet done anything after listening to the radio. According to the findings of the table, it is very important to note that respondents have participated somehow in the social and development works of the village after exposure to radio.

Eventually, mass media shapes the ways of overall development. Mass media promotes the health, education and living standard of societies. Basically, media is an effective tool to provide information, education and entertainment to the people. It provides awareness and also encourages public participation in the social works and development.

7.2.1. Examples of influence

There are always random influences and chance combinations of factors. The basic premise, as indicated already, is that media use is largely shaped by certain relatively constant elements of social structure. Social structure refers to 'social facts' such as those of education, income, gender, place of residence, position in life-cycle, etc. which have a strong

determining influence on general outlook and social behavior. Media structure refers to the relatively constant array of channels, choices and content that is available in a given place and time.

The media system responds to pressures and to feedback from audiences, so as to maintain a stable self-regulating balance between supply and demand. The media use holds an integral part of everyday social interaction and experience (Moore, 1993). The media use is shaped by circumstances of time and place, and by social and cultural habits.

7.2.2. Distinct influence by radio and other media:

Audience take yoga class as advised by TV, take umbrella for the rain as forecast, buy something because of an advertisement, go to a film mentioned in a newspaper, react in countless ways to media news, to music on the radio, take participation in local development as informed and so on. There are many reported cases of negative media publicity concerned, for instance, food contamination or adulteration, leading to significant changes in food consumption behaviour, which creates a large economic impact. Acts of violence or suicide appear to be copied or stimulated by portrayals of media.

Our minds are full of media-derived information and impressions. We live in a world saturated by media sounds and images, where politics, government and business operate on the assumption that we know what is going on in the wider world. Few of us cannot think of some personal instance of gaining significant information or of forming an opinion because of the media.

"Now media have power to shape opinion and belief, to change habits of life and to mould behaviour more or less according to the will of their controllers". (Bauer and Bauer, 1960). This view was based not on scientific investigation but on observation of the enormous popularity of the press, of

the new media and radio and TV that intruded into many aspects of everyday life as well as public affairs.

"These factors take primacy not only in shaping the opinions, attitudes and behaviour but also in shaping media choice, attention and response on the part of audiences." (Tenaman and Mc Quail, 1961).

7.3 Conclusion

The study is entitled "**Mass media (radio) impact on village development**" a sociological study of Dhankaul VDC. The findings conclude that radio is the main and vital medium to dissemination of information and knowledge regarding local development in rural setting.

The findings give a clear picture that the level of awareness for rural/local development is high. An effective and a vital source of information is radio. Development starting from grass root and village is one of the crucial issue and challenge for a poor country like Nepal. Radio medium is the main source of information and awareness generation on development. Most of the respondent in the study area received information about development issues through radio and TV. Although the respondent in the study area had heard about development issues and concerns, they also had some misconceptions as well about it.

This study also provides radio broadcasters a better idea of who is listening to their program and the opinion of listeners towards the broadcasters.

Mass media use and access was directly related with respondents' income, education and their access to employment. Radio is a popular and an important part of life as a form of change behavior among the respondents in the study area. This is obvious. But there were outstanding number of TV viewers also.

Radio has proved that it can play a positive and vital role in bringing forth dramatic social changes. Radio can bring knowledge, attitude and behavioral changes by educating and providing information.

The survey on respondent's media habits shows that day-time reception of radio Nepal is very poor though majority of respondents are regular listeners. Therefore respondents popularly listen to radio during the evenings. However, the majority of audiences are unable to understand language and define different messages. Information broadcast through radio was too difficult to understand for general listeners. Due to the weak and poor reception of Radio Nepal, the majority of respondents found listening to FM. radio. They hoped to listen to information about different incidents in their communities and development activities through radio. People felt that there were changes on behavioral habit after listening to radio itemized programs on a regular basis.

In the present context, there is an overload of information and stations are unsuccessful in addressing to the interests of the right audience at the right time. Dhankaul is a remote village of the Terai region. Here Nepali is rarely spoken and most people are far behind from the modern forms of development and communication. People here have their own distinct language, heterogeneous cultural features but the constant assault on their language and unique cultural heterogeneous characteristics by (radio) mass media is excessive. Respondents said that they were forced to listen to content that is however not in their mother tongue.

The people of Dhankaul village are very backward in terms of economy, education and political participation. They are also deprived of sufficient media choices. Most of them are completely ignorant about the mass media like TV, newspapers and Internet. Few who have some ideas of these media, have no access to it. Radio is the only accessible mass medium for people in this rural village. Due to high illiteracy and language barriers,

they cannot understand and achieve proper information transmitted by radio. Therefore they have taken radio mostly as a medium of entertainment and remain ignorant to other options. However they are optimistic that media content will change and will address to their information need. Finally the study findings concludes that mass media can help them to change their attitude, manner and life style and can bring forth much more positive change in all kinds of development of this village. Only selected media can address to the information barriers of the community.

7.4 Recommendations

Lastly, media should practice development communication model. Development model is a modern idea. It views that development is holistic, and it is achieved by interaction with different social and cultural factors. This model applies directly to information transfer, dissemination, motivation, participatory community development, agricultural development, occupational choice, economic growth and technology transfer training etc. Development communication can only be effective if it is based on proper language and feedback from the audiences.

People are not found to be more aware about people's participation in the village development. So they should conduct some awareness-raising programs regarding the people's participation and its importance for development. By the change of time, the modern form of Point to point and point to multi point communication may be an effective way for awareness raising systemic endeavor. Communication specialists defined point to point communication as telephone system that is also called interpersonal communication. Similarly, point to multi point communication is defined as mass communication and multi point to multi point communication is defined as an Internet system that comprises millions of computer networks.

It is necessary to educate people from the early period for socialization so that they get awareness to development. In this regard, radio

is a relatively cheaper and easily accessible means of mass communication. It can be a very effective tool to bring about positive and qualitative changes in rural peoples life which suffers from poverty and illiteracy. TV is also a public oriented program related to the rural people. It can play a vital role for promoting local language, culture, development and harmonization of the community. TV can make local people aware about their rights and duties in social, national and international context. Radio gives opportunity to the local people for expressing their success, problems, experiences, grievances and ideas.

According to this study, the respondents are not fully satisfied with radio programs. During the survey the respondents indicated that they prefer to have more field reports, youth centered and phone call opportunities and live event coverage programs from the station. Similarly some respondents felt that the radio stations should increase local Dehati and Tharu language programs. While the highest number of respondents were dissatisfied over insufficient use of news bulletins. Their suggestion is to increase more news bulletins. Eventually other kinds of respondents emphasized science, technology, and IT based radio programs.

Being listeners of the radio, they have some expectations from the radio stations regarding presentation quality in programs. They suggested that all radio stations should increase its broadcasting time with quality programs and to address to the interest of all age groups of listeners. Similarly, some respondents preferred more field-based programs.

Hereby some suggestions for radio are given below to follow.

1. According to the findings of the study radio broadcasting needs to be increased. It should contain local interest led inbuilt programs. It should include more news bulletins and educational programs. It needs to possess more field based programs and provide coverage to the needs of all the ages and groups of people. It should focus its efforts to reach

people of rural area, higher age group female and people with low literacy.

2. Not only radio but FM radio program should include contents related to information about development as well as other entertainment information.
3. In each radio program, message should be clear and complete.
4. Broadcast information on evening time encourages listeners to listen to radio.
6. Radio and FM broadcasters should improve in clarity and impartiality in domestic news.
7. Radio should produce programs that meet the needs and aspirations of the common people who may not even possess a television.
8. Radio should pay attention to local language, education and cultural promotion for development.
9. Mass media should make proper strategy to disseminate information for the creation of awareness in the rural sector in simplified version.
10. The role of media on the society should always be positive. Media personal should address social problems and motivate people for solving them. A greater number of media options must be provided incorporating the cultural values of the Terai village community.
11. First find out what information they need or want most. What they want to tell others and on what and how they want to communicate with.
12. To build the capacity within a community and rural populace, evaluate all the different options for a long term development strategy that enables community to judge and choose technological options in the future.

13. Make information that the community really needs to be available on the radio, in a language that they will understand.
14. Should bring forth the opportunity in a way that women and young people have equal access to the radio and other types of communication tools and technology.
15. Should make communication policy and strategy in a way that people apply the same basic principles when considering any technology option as its affordability, accessibility and appropriateness. Policy makers should pay attention to the needs and desires of people who feel isolated and left behind, and an acknowledgement that their problems will not be solved by budget only.
16. Communication should support to cope with major problems of rural people and reduce the rural poverty.
17. Trained personnel are needed to make these complex systems functional. A medium cannot function satisfactorily without a technical staff to operate the equipment, a production staff to create content, and a managerial staff to handle the day-to-day operations of the system. This process requires an ongoing program to recruit and train personnel.
18. Radio should speak of 'peace, order, and good governance' and aim towards fulfillment of 'life, liberty, and the pursuit of happiness. Similarly, broadcasting and telecommunications are considered vitally important in forging and maintaining links among the country's various regions and groups.
19. Free TV sets should provide publicly through government in every ward of VDC so that they get instant news, views, and visual information about modern phenomenon nationally and internationally.

Affordable information communications technology (ICT) should be provided to people and local officials so that they communicate with each other so as to disseminate appropriate information within each other. Children's education in remote communities can be greatly enhanced using

radio and other types of communication's tools. Teachers can be trained and participation of people in infrastructural development can be accelerated in the same ways.

7.5 Further Study Area

Research has many new dimensions that keep on evolving. There are many agendas and issues of vital concerns pertaining to mass communication and development. So it is not a complete work. This is the study of an area where in-depth analysis of the impact of radio has not yet been carried out. This study was undertaken from an academic importance. The study has focused on an overall behavioral change of the people from a certain cluster area as regards the impact made by radio. There is a large scope for further qualitative and quantitative research to help further study and to evaluate impacts study of radio patterns for development and information purposes. So interested persons can undertake study in the aforementioned different areas in the future.

Scholars of the research field in media impact should focus on the consequences of mass communication. There are many subjects such as media institutions for development, an *audience* of self-awareness of social services, education, health, sanitation, anti erosion measures, minor irrigations. Issues of gender definition, inequality, environmental damage, hunger and social chaos are examples of problems in which media is deeply implicated within the society.

Requirements to contain quality programs, coverage of information, strategy to disseminate information for the creation of awareness in the rural sector, consequences of risky behavior, for example, in relation to endemic diseases and how media can best cope with the problems. The '*functions*' and *effects* of media system is to cope with development programs and understand the impact study on a scientific way. These are crucial elements that still remain to be studied in detail at macro and micro level.

APPENDIX

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2. QUESTIONNAIRE

RESPONDENTS' PROFILE

Code No.....

1) Name of the respondent.....

2) Name of the V.D.C.

3) Ward No....

4) Sex

a) Male b) Female

5) Age

a) Under 20 b) Above 20 c) 21 to 40 d) 41 to 60 e) 60 +

6) Religion:

a) Hindu b) Muslim b) Buddhism c) Christian

7) Ethnicity:

a) Upper cast (Pani Chalne) b) Lower Cast and (Pani Nachalne) c) Muslim

8) Language:

a) Nepali b) Hindi c) Maithali d) Dehati (Locale) e) Others

9) What is your family composition?

a) Joint b) Nuclear

10) Do you have your own land?

a) Yes b) No

11) Education:

a) Higher (Graduate) b) Middle (S.L.C. / I.A.) c) Literate (School Level) d) Illiterate

12) Occupation:

a) House Hold Work Only b) Agriculture / Animal Husbandry c) Service d) Trade / Business e) Wage Labor f) Others

13) What are the facilities available in your village?

a) Health service b) Road c) Electricity d) Drinking water e) Sanitation f) Irrigation

14) What are the facilities available in your home?

a) Drinking water b) Toilet c) Electricity

15) Is your income enough to feed your family?

a) Not enough b) Enough c) Left Over (Surplus)

16) What are the facilities available related to communication in your family?

a) Radio b) Television c) Newspapers d) Others

17) Which medium do you use mostly?

a) Radio b) Television c) Newspapers d) Others

QUESTIONS RELATED TO THE RADIO LISTENING HABITS

18) How many radio sets do you have in your home? Number....

19) What kind of radio do you have?

a) A.M. / F.M. (Small Size) b) A.M. / F.M. / S.W. (Middle Size)
c) A.M. / F.M. / TV. / S.W. 10 b and (Big Size)

20) Usually which station do you listen?

a) Radio Nepal b) F.M. Radio (Put the name..... c) Foreign Station (Put the name.....)

21) Why do you do listen that station?

.....
.....

22) What time do you listen to Radio?

Time: almost / always, sometimes, never

Hours: from – to

Morning

Day

Evening

Night

QUESTIONS RELATED TO RADIO / F.M. PROGRAMME

23) Which F.M. do you listen the most?

a) Kantipur F.M. () b) Nepal F.M. () c) Others ()

24) Why do you listen to it the most?

- a) Language is better than other
- b) Reception is clear than others
- c) More interesting than others
- d) More reliable than others
- e) More informative than others
- f) More entertainer than others
- g) Others (Specify)

25) What program do you like the most?

- a)
- b)

c)

d)

QUESTIONS RELATED TO MESSAGE RECEPTION

26) Have you heard any information in Radio / FM?

a) Yes b) No

27) What kinds of information do you like the most?

a) Development information

b) Agricultural information

c) Governmental information

d) Information about incidents

e) Information sports

f) Information about music

g) Other information

28) What could be the effective form to broadcast information?

a) Short information

b) Interviews

c) Discussions

d) Narrating story with information

e) Others

29) Does the information given in this program satisfy your feeling?

a) Very much b) Much c) Not satisfied

30) Is the information given in Radio / FM program adequate?

a) Yes b) No

31) If not, what information is inadequate?

.....

32) Do you feel the information given in the Radio / FM program is useful?

a) Very useful b) Some useful c) not useful

33) Do you understand the language used in Radio / FM programs?

- a) I understand
- b) I understand some
- c) I could not understand

34) If not, why you do not understand the language?

- a) Not proper language
- b) Words difficult
- c) Sentence too long
- d) Fast spoken
- e) Not everyday language
- f) Others

35) To what extent is the FM information broadcast in Radio / FM reliable?

- a) Very much
- b) To some extent
- c) Don't believe

36) Do you find the Radio / FM program interesting?

- a) Interesting
- b) Very interesting
- c) Not interesting

37) Do you find the program entertaining?

- a) Very entertaining
- b) Entertaining
- c) Less entertaining

38) Have you heard any advertisement in Radio / FM?

- a) Yes
- b) No

39) Is it useful to you?

- a) Yes
- b) No

40) How did your behavior / habit changed there after?

.....

41) Are you influenced by any program of Radio / FM?

- a) Yes
- b) Not

42) If yes quote the name of the program.

.....

43) Do you think that the time for the program you listen most is adequate?

a) Yes b) Not

44) How much time do you think should be given to the program which you listen most?

a) 15 mints b) 30 mints c) One hour d) Others

45) Which time do you think will be proper for the program to which you listen most?

a) Morning b) Day c) Evening d) Night

46) How is the reception of Radio / FM?

a) Fully clear b) Moderately clear c) Not clear

47) If not why it is not clear

a) Due to the old radio b) Overlapping of different radio stations c) Others

OTHERS QUESTIONS

48) Do you know about the development?

a) Yes b) No

49) Have you taken part in local development program after adoption of knowledge from Radio / F.M.?

a) Yes b) No

50) Have you participated in vaccination program after listening to the radio?

a) Yes b) no

51) Have you obtained family planning program after listening to the radio?

a) Yes b) no

52) Have you obtained education program after listening to the radio?

a) Yes b) no

53) Do you like music?

a) Yes b) Not

54) If yes, what kinds of music do you like?

a) Modern b) Folk songs c) Hindi film songs d) Classical music e) Pop music

55) Do you have any other things to mention?

.....

.....

Appendix-b

**Information Related Program on Radio Nepal
programme schedule**

<i>Weekly Programme Schedule of Morning Shift on National Transmission</i>							
Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Sturdy
5:55	News in Sanskrit						
6:00	East to West						
6:15	Newspaper						
6:30	Ajako Sandarbha						
6:50	Slogan / Information / Advertisement						
7:00	News in Nepali						
7:15	Programme Schedule / Bank Exchange Rate						
7:20	Good Governance	Paribesh/ good governance					
7:35		Economic Activities (Aartha Sansar / Artha Ra Bikas)			Information and Technology		
8:10	Voice of Handicapped Persons	Economic Activities	Today's Interest	Today's Interest	Cottage Small industry 2/4, M. S. Uni. Activities 1/3 (10mins.)	Road Board (1/3) Improve ment of Rules(2/4) Poverty Eradicati on,(8.15)	Human Rights

8:35	Red Cross Activities(1/3), Tourism(2/4)	Course Guide for SLC		Our Culture & Tradition			
8:40							Alternate Energy
9:00	News in Nepali						
9:15	News in Newari						
9:20	Foreign Exchange Rate / Series of Radio Magazine						
9:45	Regional broadcast (Dhankuta / Dharan, Pokhara, Surkhet, Dipyal)						
	News in Nepali						

Weekly Programme Schedule of Day Shift							
Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Sturdy
11:00							
13:00	News in Nepali						
13:05	Highlights of upcoming programs of day shift /Information /Advertisement						
13:10					Women's World Path	Desha/ Pradesh	
13:45	Knowledge is Power						
14:00	News in						

	English						
14:10					Distance Education		Our Introduction
14:15		Service to Mankind					
15:00	News in Nepali						
15:10	Highlights of upcoming programmes / Information /advertisement						
16:59							
17:00	News in Nepali / Highlights of evening shift						
17:05		Youth's World		Children Programme	Health & Sanitation	Health & Sanitation	Children Programme
17:15	Board Vision		Public Health			Public Health	
17:30				Teacher's Training Programme			
17:45	Teacher's Training Programme			Equality	Teacher's Training Programme	Jaibika Bibidhata	Equality

Weekly Programme Schedule of Evening Shift							
Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Sturdy
18:00	News in Maithili						
18:30	Local News in Nepali						
18:35	Market rate / Information						Chinofano
18:40	Agriculture Programme						
18:55	Information / Advertisement						
19:00	News in Nepali						
19:25	Highlights of the Upcoming			Safe Maternity			

	Events						
19:45	Public Health			Bank Program			
20:00	News in English						
20:15	Beautiful Forest	Awareness	public Awareness	The Voice of Awareness	Our Energy		Community Forest(1/3) Eye Care(2/4)

20:30	Electricity Programme	Education	Jo Jo Our Tuning	Public Awareness on schedule Caste	Inter Conversation	Poverty Alleviation(1/3), Petro-Time(2/4)	
20:45							Drinking water & Sanitation Fund(1/3), Radio Health (2/4)
21:00	News in Nepali						
21:30					Beautiful Forest		
22:00	News in Hindi						
22:55	News in Nepali						

programme schedule on Kantipur FM 96.1

Daily News on Kantipur FM 96.1	
Time	Program
06:30-06:55	Kantipur Diary
15:00-15:15	Kantipur Diary
18:30-18:45	Kantipur Diary
Information related program on Kantipur FM 96.1	
07:15-07:55	Krishak Ka Sero Fero(Mondays only)
08:00-08:30	Bigyan Prabidhi (Saturdays only)

09:30-10:00	Hello Mithila(Saturdays only)

x